SEPTEMBER 1956

The Office

Magazine of

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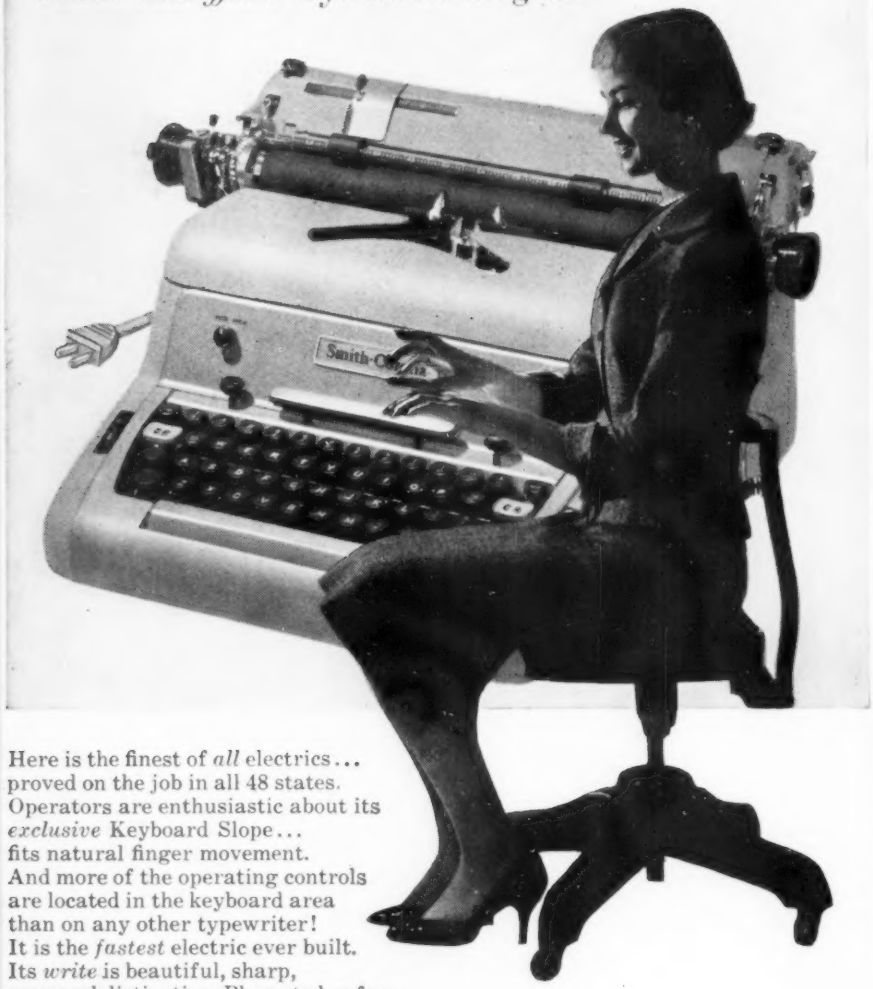

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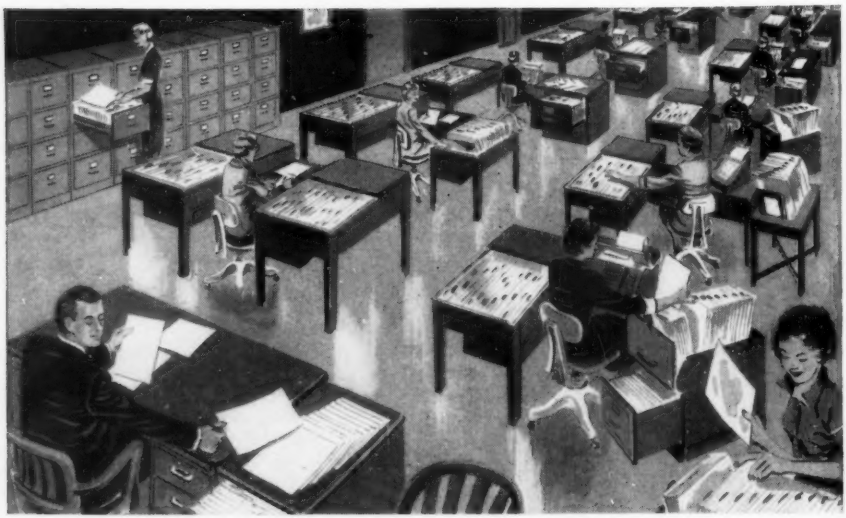

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The Office

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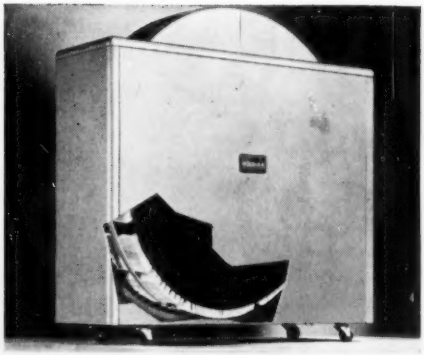

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Use Your Organization Chart To Plan Your Office Layout

WILLIAM BOWMAN WORTHINGTON
Managment Systems, Tucson, Ariz.

THE basic principle is to lay out the office for greatest convenience of interchange between work stations. The first two questions from that statement are:

1. What is interchange?
2. What is a work station?

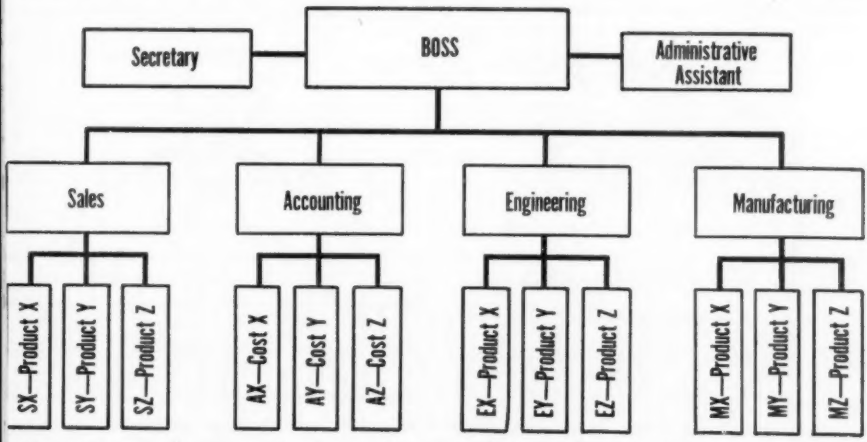
Interchange is whatever goes between two work stations, whether it be communications, paper, or pencil stubs. Normally, the bulk of it will be communications: information, questions, answers, routine, system, notes, phone calls and a certain legitimate burden of good morning, how's your health, and will the Dodgers make it?

Work station is any combination of man and equipment, from the president of the outfit on down through Tillie the Toiler.

If you have to go it blind, without time to study the score, then overlay the local organization chart on the space available and arrange people, desks and equipment to match it as closely as possible. You'll at least put the people who work for each other together and you'll probably match the bulk of the communication pattern.

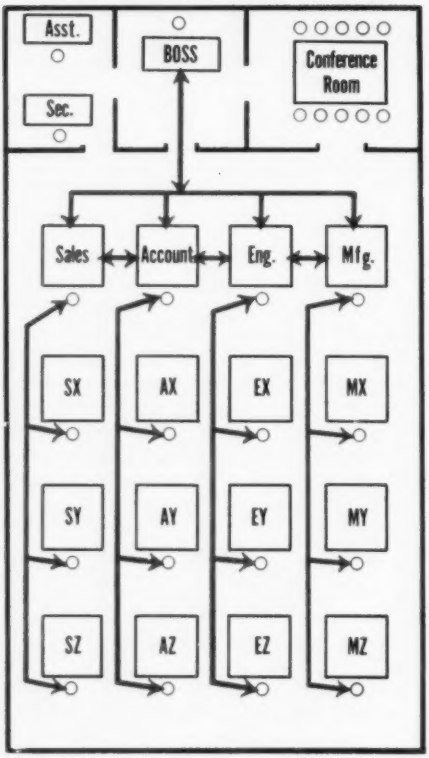
If you have a little more time, start the same way and then make some studies and counts of the communication volume between stations: verbal, signal, phone, note, growls and whistles. Arrange for convenience, and the odds are that you'll have everyone concerned as satisfied as possible in the space. That means one or two minor gripes, several comments that this is a lot better, and then silence because it's O.K. and they're busy with their jobs.

A third consideration comes up, rarely: the flow of paper. Normally, paper accumulates at work stations so that one trip per day or hour will suffice to move it. This is different from the dozen times an hour that two related jobs will communicate verbally, or the

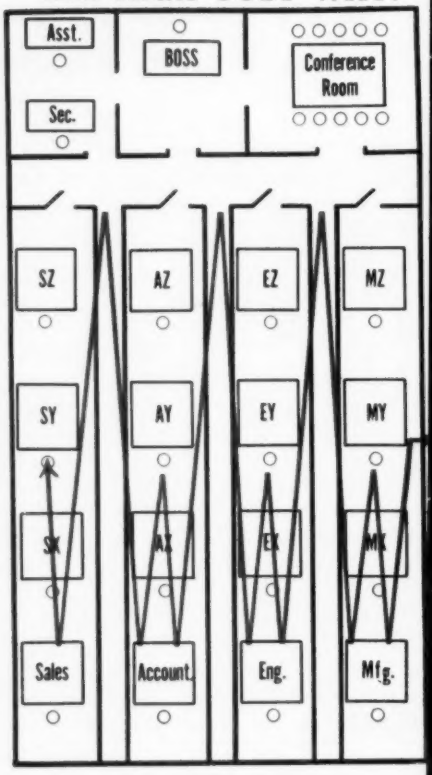


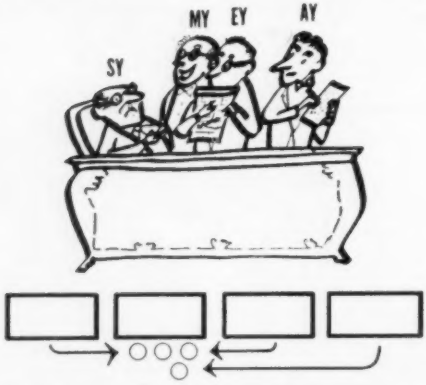
et's presume you have one plant and allied products in overlapping sales territories. Here's your organization chart. For your office layout, see next page.

THE LOW COST WAY:

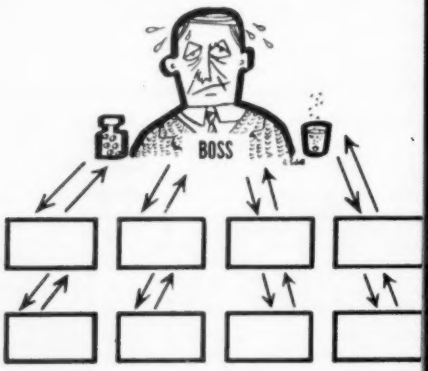


THE HIGH COST WAY:



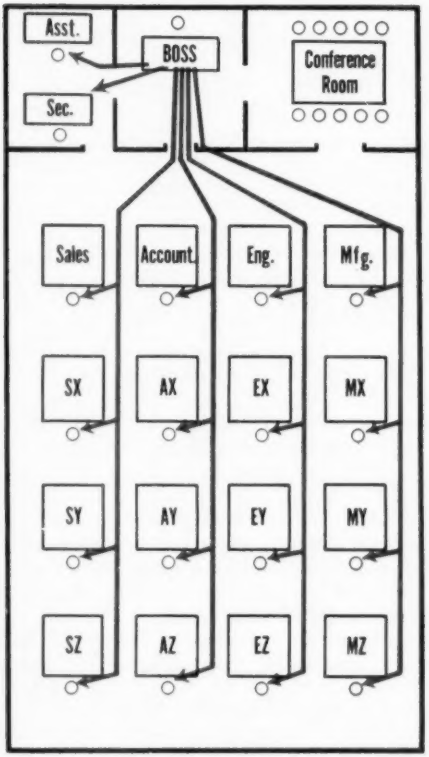


Quick huddle solves a bid or estimate in 20 minutes. May sound noisy, but not as absurd as the sample 16 goings and comings at right.



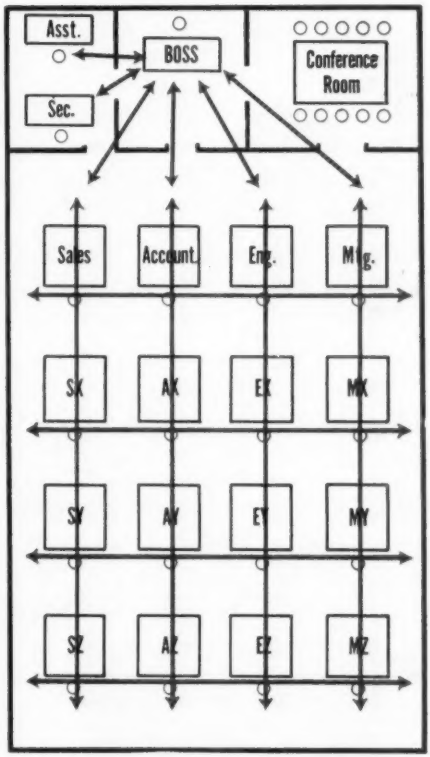
Probable time through procedure: 2 weeks Longer if it has to climb the full totem pole Costlier, slower than quick huddle.

Chain of Command for OVERHEAD: policy, information, instruction, discipline, raises, etc.



While both layouts have a proper chain of command, the High Cost Way has this aspect of organization confused with business operation and isn't set up for action.

Communcation Pattern for PROFIT: product orders, bids, estimates, design, customer service, etc.

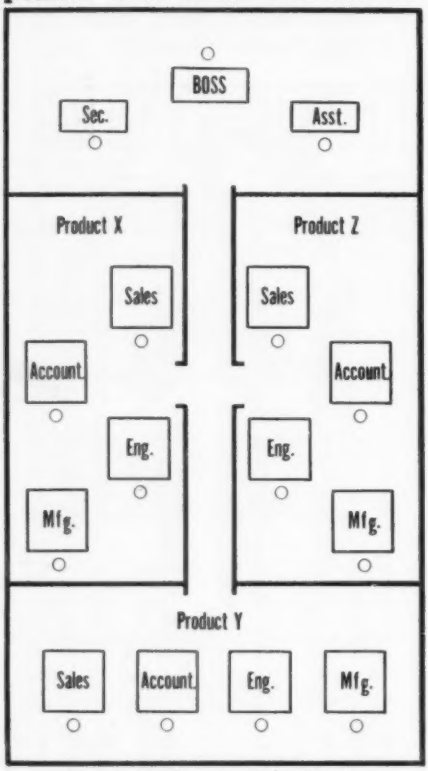


This is laid out so that routine communications can be direct. Probably 90% of communications and policies go by this route. Can you guess which Boss has the happier life?

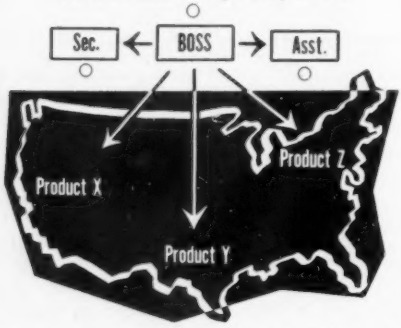
two dozen times an hour that Miss Jones listens and waits on the wheel she is tending. Occasionally there is actually a line where paper passes one piece at at time through processing. Don't worry about it. If it exists, it will be so obvious you can't miss it. In fact, your principal problem is to screen out the cases where somebody thinks it exists but where, the fact is, there is only normal accumulating.

What do you do when you don't have an organization chart or any other clear definition of who works for who and who does what? At that point, you've had it. The best possible move is to duck the assignment. It just ain't possible to lay out anything that's going

If you have separate plants and sales territories:



Here's another way to lay it out.



Here's the organization chart for above layout. Perhaps this is what the organization should have been in the first place.

to be satisfactory. Anything you do will be used as ammunition in the war between the competitors.

Sometimes you may find no formal version of organization, but you find there is one. If so, draw it and follow it. If your drawing happens to be the floorplan and layout itself, all the better. Nobody can accuse you of meddling in the Boss's business, particularly if he has a phobia against putting his organization on paper. He may, for legitimate reasons, have a set-up wherein it's necessary for him to shift the communication pattern to meet changing conditions. In this case, your best bet is to go along with him and put wheels on his work stations. Or slides, at least, with a slick floor and a universal pattern of telephone and power outlets, so he can shove it any way he wants to at any time. He'll normally do it well, too.

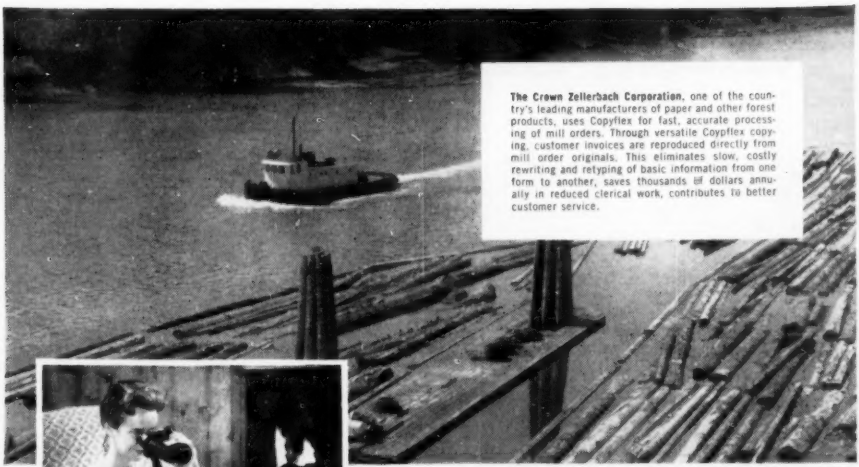
It's only fair to state that to lay out an office, it helps a great deal to know what you're trying to lay it out for.

This so far has been based on the assumption that no changes in duties, functions, methods, systems, and so on, are involved. If this is the case, then you'll find that the communication pattern, including a little carrying of paper, is all you need.

If changes are involved, then you'll find that normally the organization chart will lead the facts a little; that the layout is being made to put it into effect. Obviously, you can't follow the communication pattern because it doesn't exist yet. At this point, your new layout—actually, the layout of whoever is switching the organization, and with it the communication pattern—is going to touch off a few rumbles.

How many, and how quick they subside, depends strictly on how good is his guess on the fitness of the new organization or plan. The rumbles are his worry and, if he's half a man, he'll shoulder them You have your troubles if he doesn't. This is especially true if he is *you*.

Inasmuch as something like 50% to



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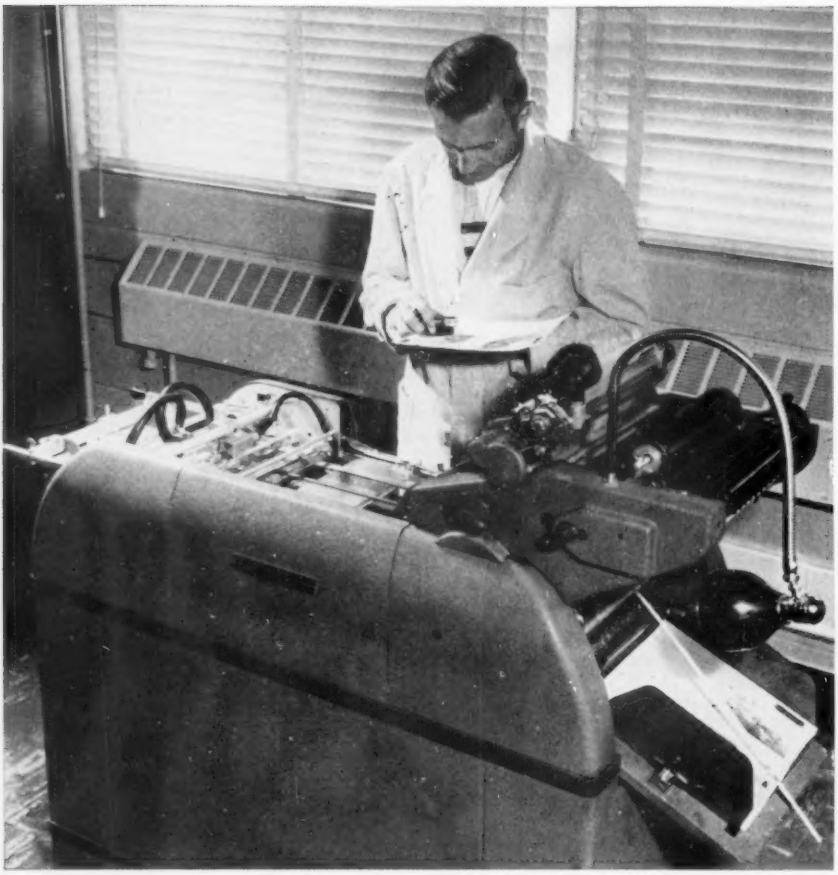

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80% of the time paid in an office goes into communication, proximity of communication points (work stations) pays greatly in better output for less money. I didn't say *more* output, I said *better* output. Sometimes that's more, too.

You can frequently go from a good layout into combinations that cut cost and improve service. Combinations of: forms, machine functions, successive operations into one person so that one reading and understanding suffices for all steps, duties related to one person so that one explanation of the matter in hand clears it to the end of the line.

Don't even *try* to split duties into operations by different people unless you're dead certain that repetition is high enough to avoid explaining all over again to each one every time a transaction comes through. But when conditions are right, don't hesitate!

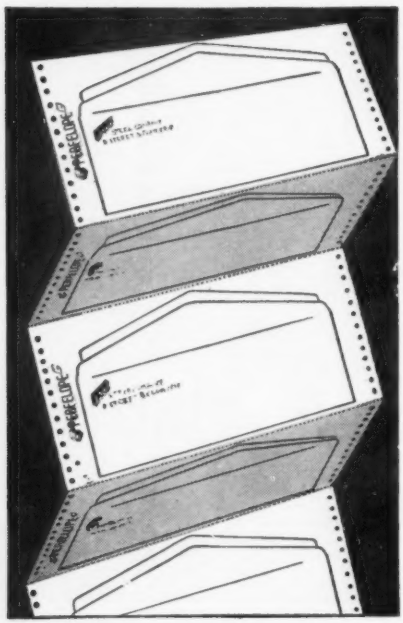
The foregoing sample is neat, pat and workable, but what happens when these principles are applied to an odd-shaped, chopped-up space, by an organization with a communication pattern like nothing in any book? Let's find out! This writer will provide an outline, like the foregoing sample, if you supply the following:

1. Organization chart showing position of each individual with title and a single phrase description of duties in the appropriate box on the chart.

2. Approximate volume of two or three major transactions handled by each position: number of phone calls; number of what kind of entries, inquiries, data processed, filed, punched, computed, interviewed, answered, etc. Volume means number of items per hour, day, week or month.

3. Outline sketch of space available with dimensions, any major equipment or features which could have an effect on layout. We'll try to lay out your organization on your sketch and return it.

It's axiomatic, in this kind of work, that the first man doesn't have a chance and you follow any solution at your own risk. It usually takes the hardest work to verify that a line of thinking actually applies to a real situation. But, if you want to see how your layout problem looks to someone else, send above data to the Editor of THE OFFICE and we'll arrange it the way it looks to us from what you send.



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WRITE ON YOUR BUSINESS LETTERHEAD FOR BOOKLET 4D1, "HOW TO GET WHAT YOU NEED IN RECORD-KEEPING PAPERS AND INDEX CARDS." PARSONS PAPER CO., HOLYOKE, MASS. © PPCO 1956

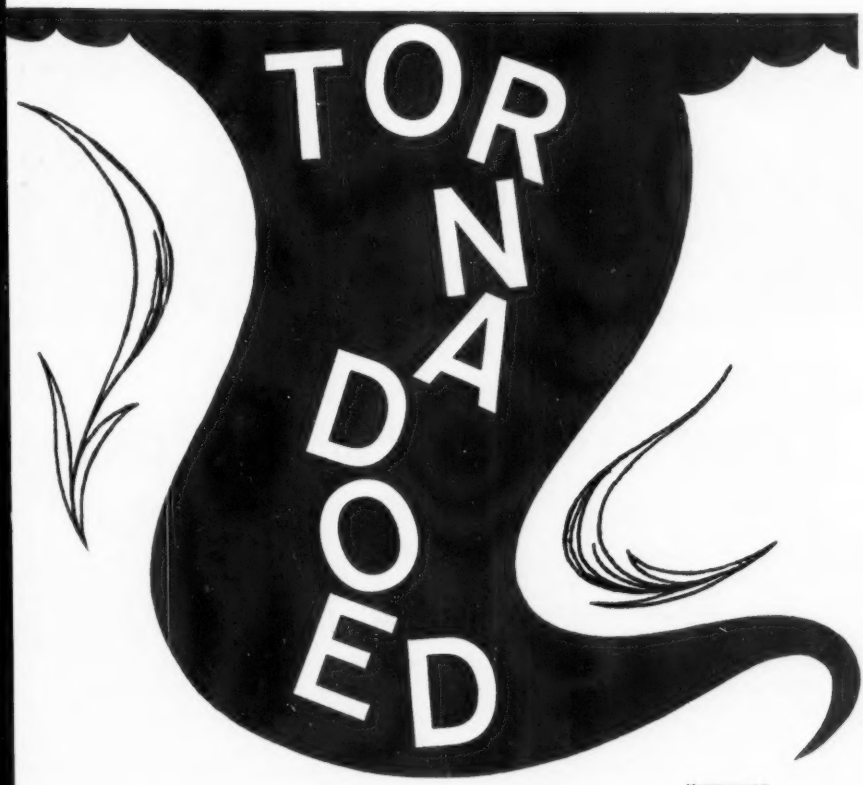
For More Information Circle No. 300

Offset Masters Direct from Type

MAKING offset duplicating masters directly from metal type, linecuts or even halftones, has proven practical according to Challenge Machinery Co., Grand Haven, Mich. The method involves the use of a standard proofpress, stated J. C. Carr, sales development manager, and can be done by any printer equipped with an up-to-date proofpress.

Challenge has applied this method to printing price pages, instruction sheets and similar material by proofing the type pages on their proofpress and running them on a 1250 Multilith. They have been using this system on their own work for over a year with very satisfactory results. "All that is required is a special water repellent ink and a proofpress, such as our GP Model, capable of producing reproduction quality proofs." For ink they have used Multilith M-36 black. The masters should be allowed to dry overnight but this can be speeded up by drying them by artificial heat, such as an infra red lamp,

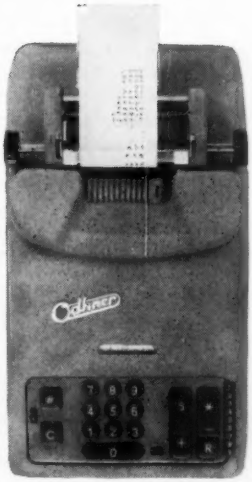
Making direct image offset plates from a type form on a Challenge GP Proofpress.



*The entire building was demolished!**

Some days later, dug out of the rubble approximately two hundred yards from its original location, the company's Odhner Adding Machine came to light.

Picked up, it was plugged in—and tornado or not, *it worked!*



FACIT, INC., 404 FOURTH AVE., NEW YORK 16, N. Y.
235 MONTGOMERY STREET, SAN FRANCISCO, CALIF.

***an actual case history record: tornado demolished Concrete Material & Construction Co. of Cedar Rapids, Iowa (field office building near Eskridge, Kan.), April 2nd, 1956.**

For More Information Circle No. 198

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ACOUSTICAL CABINETS
FOR ALL NOISY
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Announcing ACOUSTEX

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There are over 100 acoustical materials made. Each has a specific use. Experience tells us that they should not be incorrectly used. Our tests of these materials did not prove any of them satisfactory for use in Acoustinets.

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The use of ACOUSTEX explains the excellent noise control afforded by Acoustinets.

It is not our claim that Acoustinets will silence noise. The plain truth is that the noise absorption is the highest possible at this time. Acoustinets will absorb the harmful high-frequency vibrations of noise. And they will reduce noise between 50 and 70%—this variation depends upon the type of machine and its original noise.

If you desire the maximum in noise control . . . resulting in increased production and decreased errors—better operator health—and more comfortable working conditions . . . use SOF'TONE Acoustinets around your noisy business machines.

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ACOUSTINET

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For More Information Circle No. 436

which takes approximately ten minutes.

All steps in producing the plates photographically, such as making the negative, stripping and developing the plate, are eliminated with a saving in time and cost. The type itself is not worn as it is not actually run on the press.

Any of the standard paper plates and even long-run metal plates can be produced in this manner. As many masters can be printed from the form as desired—an advantage in systems where the basic form is printed and then various production information typed in. *For More Information Circle No. 149.*

What Do You Get Out of Associations?

EDMOND W. McNAMARA
Office Manager,
Bassick Co., Bridgeport, Conn.

EACH YEAR one or several new professional or scientific associations appear on the American scene. For the most part they draw their membership from business and industry. As American business management observes with consternation this growth they are reminded of the New Deal with its flare of alphabetic call letters. Company executives listen to the appeal of its staff members for association sponsorship. In answer they challenge the would-be-members with the perennial question: *"What do you get out of it?"*

There is no question that this challenge is in order. Sponsorship in an active association doesn't come cheap. Most associations have annual dues, but this is not the major financial outlay. One executive, commenting on the cost factor, was heard to say, "It's not the investment—it's the upkeep!" Nor is there any denying that participating membership in an association makes demands on the company's treasury, as well as on the time of its members, with monthly dinner meetings, annual conventions and social affairs, and sometimes the purchase of association-spon-

unique new "extra secretary"

acclaimed by executives . . .

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CODE CALL · LONG BRANCH, N. J.

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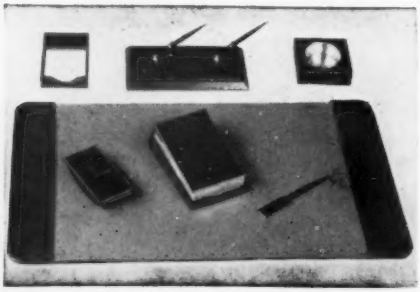

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For More Information Circle No. 389

sored literature. These all add up to sufficient grounds for the question put by management to the prospective member, "What do you get out of it?"

It is difficult to answer that question before one is an actual member. It often leads the neophyte to counter the question with, "How can I know until I become a member?" This answer of course is seldom sufficient for a cost-conscious management. In fact, even after a person has been a member for several months—or years—he may be hard put to give an adequate answer.

Too often people strain to translate their participation in association activity into clearly identifiable and tangible benefits to their company. Actually, the benefits accruing to a sponsoring company seldom lend themselves to recognizable measurement or evaluation.

As perplexing as the problem may seem to aspirants for membership in the older associations, their plight is slight by comparison with those who would join the newer, *Johnny-come-latelies* in the association lineup. These enthusiasts must also cope with the question, "What! Another association?" They listen to the stories recited by the boss—or the boss's boss—telling of experiences in their younger days in association activity. They hear the claim that all associations start out with excellent intentions, only to degenerate into mere social clubs, becoming a major drain on a member's time and a serious distraction from his work.

This is true, in varying degree, of many associations. But to apply this to all associations is baseless and misleading.

Generally, any lack of understanding of the benefits to be derived from membership in an association can become a serious deterrent to many practitioners who ought to be members. To combat this lack of understanding and to properly fortify its potential members, the younger associations ought to adopt a stock answer to the question, "What

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How to be a "*clean desk*" man

A new Organized Desk with an ingenious ability to lend a hand to a man at his work

Ever noticed the amount of useless stuff that drifts around on top of a desk? And a lot of desk drawers too are in the same state of clutter.

This condition gets in the way of a lot of work. It's the reason why the new Shaw-Walker Organized Desk is such a big help in getting things done.

Move in behind one of these Organized Desks and you make a clean sweep of clutter. Your desk top is cleared and *stays* clear. Here's how it's done!

Work Organizer drawer interiors provide specific space for letter trays and all other work and working tools. Everything is organized for quick finding without hunting. Two revolutionary advances are, drawer space for your wastebasket and telephone.

The 292-page Shaw-Walker "Office Guide" pictures, describes and plainly prices 86 Organized Desks and 5,000 other items. Ask your local representative for a copy, or write Muskegon 8, Mich.

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do you get out of it?" The answer is that truly *participating* membership is a "pipeline to the truth." Through this pipeline, business gets the return on its investment.

At no time in its history has American business management been more in need of pipelines to the truth. In this era when automation in the factory and automatic data processing in the office are coming more and more into vogue, the adoption of a new method or system can mean a major move with an expenditure or rental expense that runs into thousands, even hundreds of thousands of dollars. A company can ill afford to "go off half-cocked" in selecting methods these days.

Traditionally, most companies have been copycats in the installation of both factory and clerical systems or methods. A humorous story tells of a terrible head-on collision that took place when two systems engineers, charged with improving their respective companies' systems, each rushed over to see how the other fellow did it and met head on in the middle of the street. With the advent of the electronic computer and the tremendous fanfare and publicity in connection with its installation by certain *name* companies, American industry has experienced a wave of copycat "prestige buying." Equipment costing the bigger part of a million dollars was being bought or rented by top management solely to "keep up with the Joneses." This happened during what has been aptly called the hysterical stage which followed the revolutionary technological developments in computers. Claims were spectacular, especially as to what they were going to achieve in the way of cost reduction.

An honest evaluation of the results was not to be garnered either from the glowing propaganda which swept the country or from interviews with those executives who had been instrumental in installing the equipment. The only honest opinion and evaluation was to be secured from those people who

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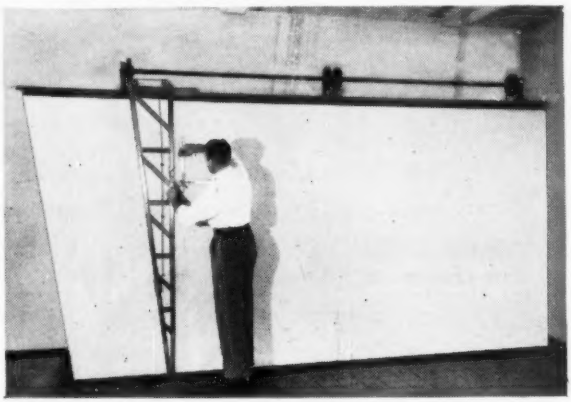

EMMERT Full-Scale Units, equipped with EMMERT Micro-Drafters, contribute more towards the elimination of costly design and manufacturing errors than any other factor in the drafting room.

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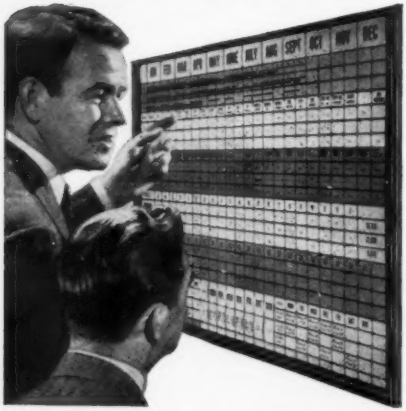

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worked directly on the installation. The facts were not gained by letter or questionnaire. They were secured from personal contact such as is afforded by membership in associations.

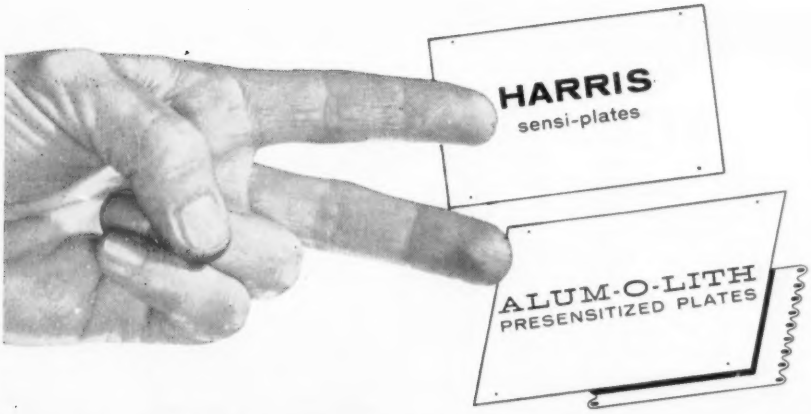
Many managements who had been tempted to get on the bandwagon and commit their companies to a large expenditure for equipment for which they were not ready, or for which they had no feasible application, were spared this expense and the attendant disruption and heartbreak because one fellow on the staff had, through his membership in his association, a *pipeline to the truth*. This is the most effective answer to the question "What do you get out of associations?"

Pitfalls to Avoid in Suggestion Systems

ANDREW J. DALTON JR.
Acme Consulting Service, Kansas City, Mo.

OUR PERSONAL experience with suggestion systems has not been encouraging. We concede that our lack of success could well have had its origin in some unintentional maladministration. It is a matter of record that any number of American firms have been successfully operating suggestion systems for years. Then, too, there is the National Assn. of Suggestion Systems which, we are sure, stands ready to offer wise counsel to faltering systems.

In your preliminary deliberations, before setting up a suggestion system, we assume you will check with some selected industries presently utilizing one, to



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Chicago	Hammond	New Haven	Racine	Springfield	Paris, France
Cincinnati	Hartford	New Orleans	Richmond	Syracuse	Montreal, Canada
Cleveland	Houston	New York	Rochester	Tacoma	Toronto, Canada

For More Information Circle No. 286

learn of their experiences and procedures. At this point learn, if you possibly can, the names of a few firms who have had suggestion systems *and dropped them!* Get their experiences, and learn *why* a suggestion system withered on the vine for them! It is only fair, and good business, to hear both sides, before you make a move.

As the result of a check made of the membership of a typical midwestern and southern business association, we were able to learn these concrete experiences with suggestion systems. Out of 17 firms surveyed, 62% advised they had never adopted a suggestion system. Only a little over 1% of those queried related that they still conducted suggestion systems previously installed. One out of five (20%) said they had tried, then dropped, suggestion systems. Of these mortalities, two of the firms contended they could develop no employee interest. Another listed, "lack of organizational control," as the reason for its suggestion system casualty. Another said that employee interest initially was high, but waned. Various forms of the above explanations were blamed for discontinuing suggestion systems.

It greatly surprised us to learn how high the mortality rate, regardless of cause, is for suggestion systems. If we had that complete picture before installing our system, we would have proceeded with a greater degree of caution.

It could be that yours might be one of the fortunate firms who will find that a well managed suggestion system can be quite productive, and a noteworthy stimulant to employee morale. We hope this proves to be the case. However, here are a few road-blocks to consider, if you find the going rough:

1. Have signed entries come first to your department, for removal of names, coding, and relaying to judges. This prevents allegations of favoritism, and is usually welcomed by the judges.

2. Select judges from various departments or offices of your own company. Who is better qualified to evaluate a sug-

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gestion that purports to save you time or money, or both, than one of your own people. Certainly he is more likely to function better, in this regard, than an "outsider" who does not know the intricacies of your business.

3. Notify winners *promptly*. Make awards in *cash!* No fishing poles, baseball tickets, etc. Be sure all winning suggestions are put into effect, pronto! If they can't be, they should not be prize winners. We found that, much as an employee has an understandable love of cash, he has an even greater love of his idea, which is what his suggestion is. In terms of that contest, he or she is a creative man or woman, and you know how those people value recognition!

So, if you decide to place your chips on a suggestion system, may good results fully justify your hopes and expectations. If you believe your system can avoid the foregoing pitfalls, it is probably advisable to proceed. But not otherwise, in my opinion.

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***OFFICE MANAGEMENT** by Charles B. Hicks & Irene Place. Allyn & Bacon, Inc., 70 Fifth Ave., New York 11, 559 pp., $8.65.*

A textbook which emphasizes the management viewpoint. The authors identify the problems and provide guiding principles for planning, organizing and coordinating controls for effective office operation. General management factors are reviewed and applied to office management.

***STANDARDS OF EDUCATION AND EXPERIENCE FOR CERTIFIED PUBLIC ACCOUNTANTS.** University of Michigan Press, Ann Arbor, Mich., 146 pp., $2.50.*

Recommendations of the commission which made the first comprehensive study of this subject since the title CPA came into existence 60 years ago. If adopted, future CPAs will have to take postgraduate professional training in university schools of business administration.

***ELECTRONICS DATA HANDBOOK** edited by Nelson M. Cooke. Allied Radio Corp., 100 N. Western Ave., Chicago 80, 64 pp., 35 cents.*

A handy collection of formulas, tables, specifications and other technical data used in electronic and electrical work.

***IMPROVING EMPLOYMENT REFERENCE CHECKS** by E. R. Stunkel, S. M. Heitman & I. S. Davidoff. Government Printing Office, Washington 25, D. C., 90 pp., 45 cents.*

Results of a research study by the Civil Service Commission on the improvement of employment reference questionnaires used to obtain information on job applicants.

***AUTOMATION AND ELECTRONICS: A GUIDE TO COMPANY EXPERIENCE** by Henry C. Thole. Management Research Service, 1342 Cherry St., Kalamazoo, Mich., 26 pp., $1.*

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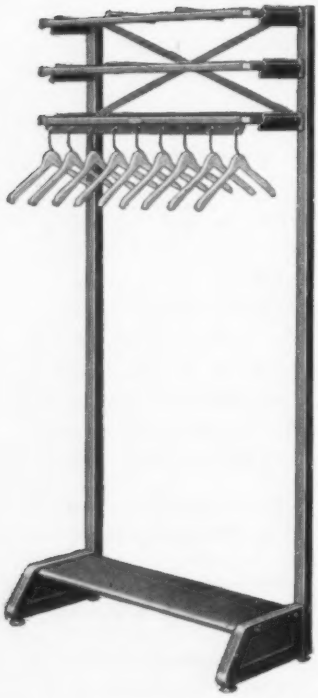
For More Information Circle No. 316

Introducing "Ninette"

BORROUGHS

newest Wrap RACK



Here's the wrap rack that fills the need of the office where a 6-coat rack is too small and a 12-coat rack is too large. "Ninette" accommodates 9 coats and 9 hats. It's a wonderfully proportioned piece of office furniture . . just the thing for those rainy fall days ahead. Instead of bunching coats on an old fashioned clothes tree, where they will remain damp and wrinkled all day, hang them on a Borroughs "Ninette", where they will hang straight and dry quickly without scores of ugly wrinkles. Before you buy any wrap rack, see the Borroughs line. Besides the "Ninette", Borroughs line includes models to hold 6 and 12 coats and hats . . and you can always get "Ninette" and model 12 in double-face units.

"Meet me at the NSOEA at our booth 379"

Send for our catalog showing Borroughs complete line of Metal Office Furniture.

BORROUGHS MANUFACTURING COMPANY

A SUBSIDIARY OF THE AMERICAN METAL PRODUCTS COMPANY OF DETROIT

3010 NORTH BURDICK amp KALAMAZOO, MICHIGAN

For More Information Circle No. 209

R.C.Allen TYPEWRITER

always gives you finest value!

You'd Expect a VisOmatic Typewriter to Cost More . . . yet, with all its exclusive features for speed, accuracy and efficiency, this fine machine actually costs less than many standard makes. The R. C. Allen practice of giving the utmost in quality, performance and value—at a practical price—is why the VisOmatic is becoming more and more the first choice of business men and women everywhere. Ask your R. C. Allen dealer for an office demonstration—or write us for a free booklet about "the world's most advanced typewriters."

R.C.Allen Business Machines, Inc.
679 Front Avenue, Grand Rapids 4, Mich.

TYPEWRITERS · CASH REGISTERS · ADDING MACHINES · SAFES · FILES · BOOKKEEPING MACHINES

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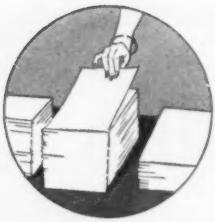

Cut costs up to 90% with the Macey Collator

Gathers more than 3,000 sets an hour —8 times faster than by hand!

The Macey Collator does a boring, tedious job efficiently and cheaply. Users report savings as much as 90% of payroll costs formerly spent on hand collating. The Macey saves wasteful diversion of high priced office personnel from their regular jobs; also avoids overtime, and the extra expense of a standby crew for assembling; gets important printed material distributed earlier.

The Collator is used to assemble bulletins, instruction sheets, office forms, price lists, stock records, catalogs, operating and sales manuals, dealer aids, publicity releases, book signatures, mailings, photographs, samples, plans, photostats, plastic sheets, etc.

It performs the widest variety of services for manufacturers, retailers, wholesalers, insurance companies, universities and schools, printers, government agencies and the Armed Forces . . . for personnel, inventory, accounting, sales, service, advertising and research departments. And the savings it makes in time and overtime are *major* savings.

Your nearest PB office will make a quick survey of your collating requirements, without obligation. If you need a Macey Collator, your savings will soon pay for it.

Available in 4, 8, 12, or 16 stations.

Phone, write or send coupon for our free illustrated booklet and case studies.

Collates more than 3,000 sets an hour—

automatically checked for thickness; faulty material stops machine, and signal light shows point of stoppage.

- *Handles sheets as small as 2 by 5 inches; and as large as 12 by 17 inches, depending on model.*
- *Easy to load. Has large capacity, about 3,000 sheets of letterhead weight.*
- *Has optional extras—stacker, oscillating delivery unit, and wire-fed stapler.*
- *Pitney-Bowes service from 289 cities, coast to coast.*
- *Assembles items of varied sizes and weights, ranging from onionskin to one-eighth inch board.*
- *Fully automatic. Suction feed gives positive control of every sheet. Sets are*

Sold and Serviced by

Pitney-Bowes

Branch offices in 94 cities in the United States and Canada

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3402 Crosby St., Stamford, Conn.

Send free illustrated booklet and case studies.

*Name*_____

*Address*_____

For More Information Circle No. 245

Handsome, Colorful, Prestige Package

GBC plastic binding creates impact

...and you can plastic bind right in your own office!

Now—with this remarkable new GBC system you can quickly bind in professional style your own manuals, price lists, presentations—in fact, anything typewritten, duplicated or printed from 1 page to 500 pages. You can bind one book or as many as you need—when you need them—with any type of GBC cover material—in your choice of striking colorful plastic bindings. You can create your own modern prestige-building plastic bound books. Every page lies perfectly flat, without wasted space, without hidden gutters. You can do all this at surprisingly low cost—in your own office—with no skill or experience required. The GBC system is used and approved by thousands of large and small organizations alike.

Now easier! Now faster!
Now more economical than ever before

The All New
GEB-TRONIC
electric punch and binding machine

OTHER MODELS AVAILABLE FOR EVERY SIZE OPERATION

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Mail Postage Paid Air Mail Card Today For Free Book

"MANUAL OF MODERN PLASTIC AND LOOSE LEAF BINDING"

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General Binding Corporation
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Chicago 14, Illinois

Gentlemen: Please rush me without obligation your Free Book, "Manual of Modern Plastic and Loose Leaf Binding." I am interested in how plastic binding can be beneficial to my business.

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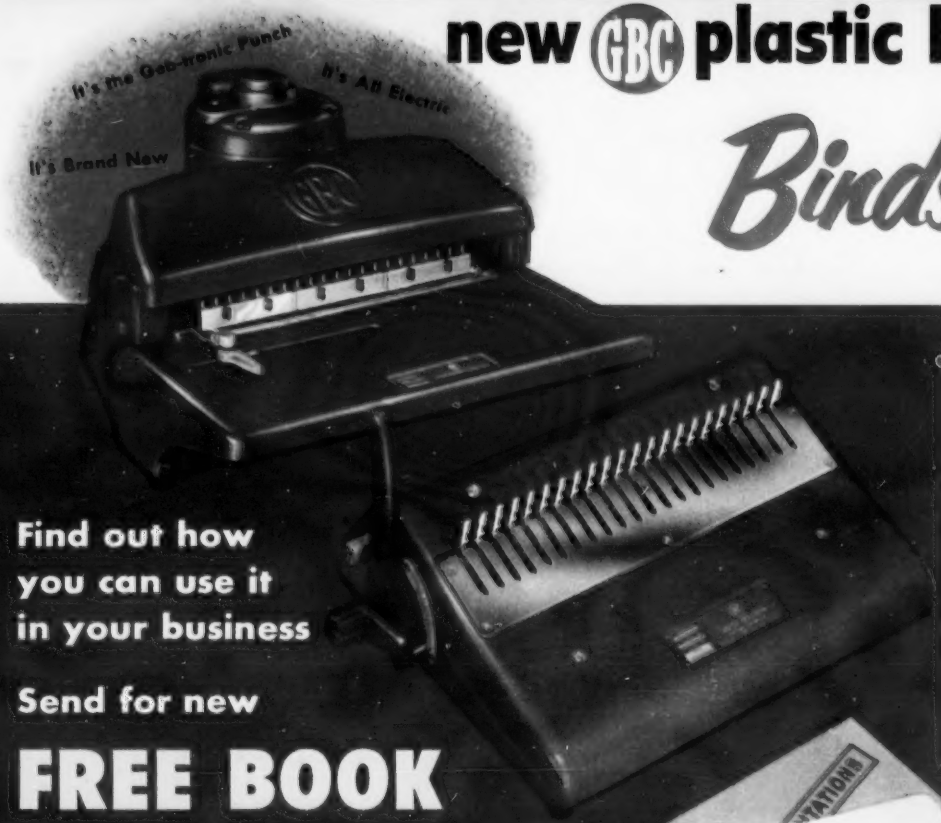
Offices in all principal cities in the U. S. A., Canada, Mexico and European Countries

new GBC plastic binding system

Binds Anything



Find out how you can use it in your business

Send for new

FREE BOOK

You, as well as every executive member of your staff, should read this idea stimulating report on plastic binding. It illustrates the many advantages of a GBC Binding System in your office. It explains completely the 1001 applications

FOR YOUR BUSINESS THIS MODERN GBC PLASTIC BINDING

- It's Prestige Building
- It's Economical
- It's Versatile
- It's Distinctive

IT'S LOOSELEAF AND INTERCHANGEABLE

The same punch holes used for GBC Plastic Binding also fit GBC metal looseleaf binders. These handsome binders are available in a complete range of sizes up to the new "MR. BIG" 1⅝" diameter.

many advantages of a GBC Binding System in your office. It explains completely the 1001 applications that will save time and money as well as add prestige and readership to your presentation material. Send for your free copy today. The supply is limited!

The GEBICO System

Binding Equipment • Plastic Ring Binding • Metal-Ring Looseleaf Binding • Covers • Rex-o-graph Spirit Duplicators • Rex-o-graph Duplicator Supplies

Equipment and Supplies to handle everything from the written word to the bound book.

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812 W. Belmont Ave.
Chicago 14, Ill.

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Permit No. 36621
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Chicago 14, Ill.

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BUSINESS REPLY CARD

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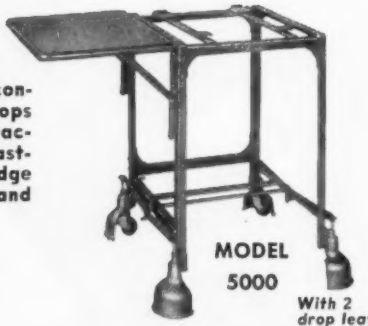
These things *NEVER* happen with

TIFFANY OFFICE MACHINE STANDS

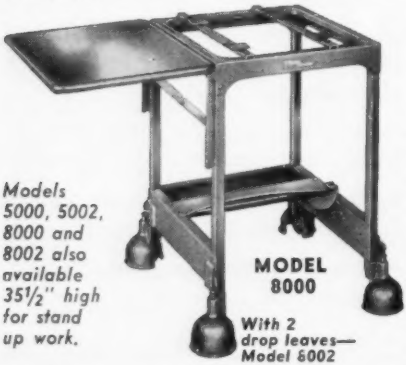
and Tiffany Stands actually cost less than $1.00 Per Year of Service

You get safety and greater office efficiency when you buy Tiffany. Open top design moves annoying machine noises away from operator. Solid angle or square tubular steel construction, reinforced throughout, stops shakes, provides firm foundation for practically all office machines. Concealed casters eliminate accidents; smooth edge framework prevents snagged hose and scratches.



MODEL 5000

With 2 drop leaves—Model 5002



Models 5000, 5002, 8000 and 8002 also available 35½" high for stand up work.

MODEL 8000

With 2 drop leaves—Model 8002

MODEL 5000—Heavy metal castings form solid base for stand, cover retractable, positive-action casters. 4-cup open top locks machine base in place; reduces noise and vibration. Drop leaf attaches flush with top or low for posting tray.

Model 8000—Heavy-duty stand with "plus" features never before available. Designed especially for today's heavier electric office machines; vibration-free, tremendous strength through super rigid construction. "King-size" drop leaf. Foot pedal easily retracts casters. 1-piece top adjusts for most machine bases.

At better dealers everywhere

Often Imitated . . . Never Duplicated

Tiffany Stand Co.

7350 FORSYTH
ST. LOUIS 5, MO.

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Olympia

CUSTOM BUILT BY MEN WHO KNOW

Prove it to yourself. Write with the graciously styled Olympia to know what fine typing really can mean. Judge and test its smooth action and quiet operation. Check its sturdy, rugged construction, and compare its smart design.

See your Olympia dealer, who makes his customers his friends through his sales of this outstanding machine.
It makes uncommonly good sense to buy and use this finest of all typewriters.

INTER-CONTINENTAL TRADING CORP.

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. . . TO PROVIDE POINT-OF-USE FIRE PROTECTION FOR VITAL RECORDS

New standards in efficiency and economy for posting ledgers by machine or hand are provided by low-cost YORK Ledger Tray Safes. Regardless of record sizes, ideal working height is always maintained. Easily made adjustments quickly adapt units to size and weight of ledgers. Present trays can often be used.

YORK mobile Ledger Tray Safes will provide on-the-spot fire protection for ledger records . . . improve posting efficiency . . . reduce costs. For complete information, write today.

York

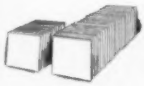
YORK SAFE & LOCK
910 Mulberry Rd., S. E.
Canton 2, Ohio

N-352-DI

Mobile and easy to use.

Tray flexibility.

Perfect working height.


Maximum capacity.

Underwriters' Laboratories' 1-hour fire label.

For More Information Circle No. 249

The OFFICE with a FUTURE is Arnot Equipped

*Pat. Pending †Trade Mark
††Licensed under DuPont Patent

PARTITION-ettes*† and OFFICE-ettes††

modular packaged offices in both **STEEL and WOOD**

Write for colorful brochure entitled "A New Way of Life in the Office"

sponsors of a New Way of Life in the Office

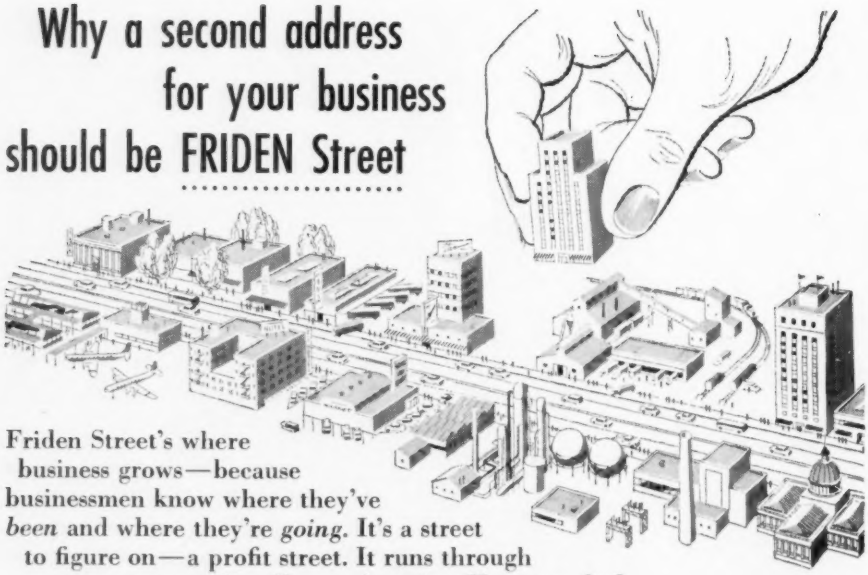
ARNOT-JAMESTOWN DIVISION

Aetna Steel Products Corporation

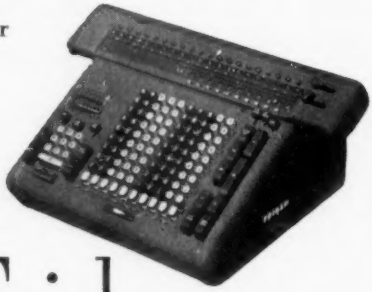
Jamestown, New York

For More Information Circle No. 186

Why a second address for your business should be FRIDEN Street



Friden Street's where business grows—because businessmen know where they've *been* and where they're *going*. It's a street to figure on—a profit street. It runs through every community all over America. Here you find hardware stores, paper mills, wholesale druggists, canneries, grocers, air lines, contractors—all making figures tell what's what with the Friden Calculator. This is not an ordinary calculator . . . It is **The Thinking Machine of American Business.** Without operator decisions . . . simply by figure-thinking *for* you . . . the fully automatic Friden performs more steps in figure-work than any other calculating machine ever developed!



You can *control* your business to produce more profit when you move to Friden Street . . . when you use the Friden Calculator to get figure facts *automatically*.

You can do payroll, figure and check invoices, take inventory, make percentage comparisons on sales, costs, turnover—all in a fraction of the ordinary time.

It costs far less than human time to figure with a Friden. And you can own this machine for only pin money per month. Operation is so simple anyone can use it. Call in your nearby Friden Man!

Friden

THE AUTOMATIC CALCULATOR
THE COMPUTYPER · THE ADD-PUNCH MACHINE
THE NATURAL WAY ADDING MACHINE

Friden sales, instruction, service throughout U.S. and the world. Copyright Friden Calculating Machine Co., Inc., San Leandro, California

For More Information Circle No. 177

PATENTED EFFICIENCY in the Use of CARBON

KEE LOX

GRIP-N-PULL CARBON PAPER

WITH THE EXCLUSIVE *ECONOMIZER BOX*

1. Automatic Alignment.
2. Automatic Rotation of sheets for longer wear.
3. Automatic Warning of last typing lines.
4. Hands do not touch the coated surface.

Exclusive sales rights given to dealers in Foreign Countries.

BRANCHES IN ALL LARGE CITIES IN THE U. S. A.

For Foreign, Write for Prices, Samples and Territory to

Export Dept., KEE LOX MFG. CO., Rochester 1, N. Y., U.S.A.

For More Information Circle No. 235

Announcing REVOLUTIONARY

INKLESS MIMEOGRAPHING

ON ANY STANDARD MACHINE

AMAZING

DIAGRAPHY®

STENCIL DUPLICATING COMPOUND

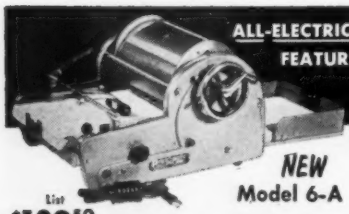
- Looks like hand lotion
- Handles like duplicating ink
- Prints BLACK, *like magic*
- Won't stain hands, nails, or clothing — washes out with soap and water
- Won't offset, blur or fade
- Works without change to your duplicating equipment

MAKES MIMEOGRAPHING THE WORLD'S CLEANEST DUPLICATING PROCESS!

DIAGRAPHY does away with all the mess of old-fashioned, oily, sticky *black* ink! Like magic this marvelous, smooth creamy liquid . . . pastel green . . . yet colorless as a hand lotion, prints sharp, clean BLACK copies. Drip-proof can further enhances cleanliness.

SEE DIAGRAPHY DEMONSTRATED AT THE CONVENTION!

ALL-ELECTRIC! GREATEST VALUES IN THE WORLD!
FEATURING COMPLETELY AUTOMATIC "POWER-TOUCH"



NEW
Model 6-A

List $139.50 Plus F.E.T.

PRINT-O-MATIC

Model 6-A Electric Mimeograph Stencil DUPLICATOR

- Internal semi-automatic inking.
- Automatic roller release.
- From post card to legal size.
- *New added feature!* Variable speed control from 20 to 120 copies per minute.

NEW
Model FH-5

List $159.50 Plus F.E.T.

FOLD-O-MATIC

Model FH-5 Desk Model ELECTRIC FOLDING MACHINE

- New, lower price! Ball bearings and self-lubricating bronze bearing throughout.
- New feed mechanism.
- No gears. Larger Universal motor.
- New paper stacking device.

SEE THE EXCITING "MIRACLE OF DIAGRAPHY" DEMONSTRATED
ROOM 630-A . . . or
BOOTH 69, Main Hall
N.S.O.E.A. CONVENTION
CONRAD HILTON HOTEL

PRINT-O-MATIC CO., INC.
774 W. WASHINGTON BLVD. • CHICAGO 6, ILLINOIS

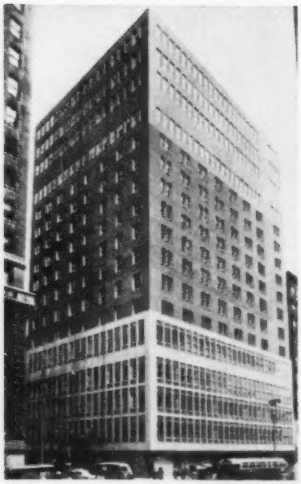
For More Information Circle No. 207

CAMERA!

John R. Moynihan leaving for Ramstein, Germany, to service the Monrobot VI electronic computer made by Monroe Calculating Machine Co. for the U. S. Air Force which will use computer for aerial survey problems.

Beat the Clock, CBS-TV stunt show, used a Ditto Duplicator on a recent program. Participant won $100 by knocking down paper cups with papers delivered from the duplicator.

David Schwartz, chairman of the board, Jonathan Logan, Inc., New York, women's apparel manufacturer which uses a Remington Rand tabulating system to control orders through production and billing. System eliminates writing manufacturing tickets and shows buying trends. Generally only 80% of orders prove best sellers nationally. Buyers who "guess wrong" can be so advised before garments are made.



Hotel Into Office Building

The Pennsylvania Lumbermen's Mutual Insurance Building in Philadelphia is a complete reconstruction of the Ritz-Carlton Hotel. The new building, which is five stories higher than the former hotel, has approximately 216,000 sq. ft. of office space. PLM occupies three floors, the remainder of the 17 floors are rented. The $5-million reconstruction job was cheaper than building a new structure with similar floor-space because of present city zoning laws. Space was gained by flooring over two interior light courts, inserting two intermediate floors and adding four floors to the top of the structure.

PLM's general office in their new building has 30"-wide Steelcase desks in desert sage with Textolite tops. Building columns are painted in a variety of colors. Other equipment includes Stow & Davis furniture, Gunlocke chairs and Vogel-Peterson clothes lockers.

Leonard Hall, chairman of the Republican National Committee, holds hand control unit which regulates the speed of the Underwood TelExecutive, portable speech prompter. Looking on are N. D. MacLeod (left), Underwood's national district manager in Washington, and W. G. Zaenglein, executive vice president. TelExecutive advises Mr. Hall to "Stick with Ike."

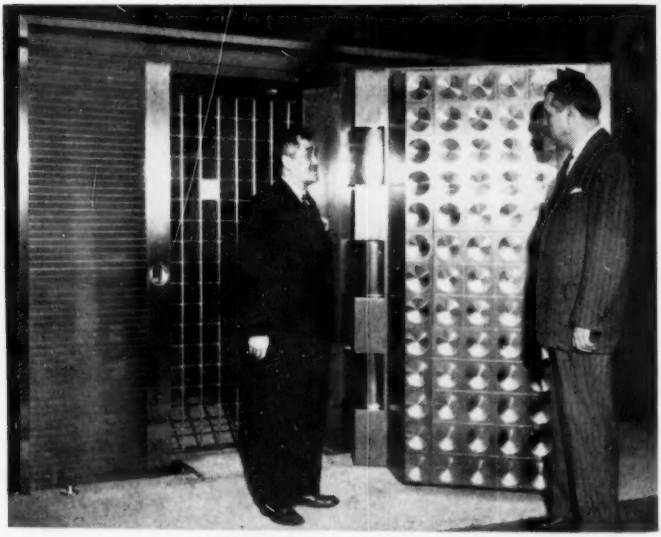
Paul M. Butler, chairman of the Democratic National Committee, threw his support behind the non-partisan "Register, Inform Yourself and Vote" drive in a recent Washington address. Mr. Butler (right) is shown here with Underwood Corp. executive vice president W. G. Zaenglein examining the Underwood TelExecutive portable speech prompter used in Mr. Butler's talk.

The Union Bank & Trust Co., Ottumwa, Iowa, showing chairs made by Milwaukee Chair Co. and installed by Hall-Ekfelt Furniture Co.

New York Savings Bank has saved one-third in filing equipment space and tripled filing capacity with a Wassell Corres-File and Desk Rotor File installation in its insurance department. Corres-File holds 50 drawers of correspondence and policies. Desk Rotor File holds 40,000 cards: 3 x 5 for reference and 8 x 5 for premium and policy loans. One seated clerk can operate either file.

Those attending the International Systems Meeting of Systems & Procedures Assn. of America in Philadelphia, Oct. 22-24, will see the operation of an IBM 702 computer in the Naval Aviation Supply Office via closed circuit TV. Navy's system controls 450,000 different supply items. For conference registration data, Circle No. 173.

Office of Hod Sanders, president, Clover Club Potato Chip Co., Salt Lake City, designed by Ann B. Scott of Pembroke's, Executive Furniture Guild dealer. Dark walnut furniture, by Stow & Davis, has hand-rubbed oil finish.



Damaso P. Perez (left), founder of the Republic Savings Bank which has 36 branches in the Philippines, inspects one of the 15 new vault doors made for the bank by Diebold-York, Inc., Canton, Ohio. The bank plans to open 50 new branches this year, all with Diebold-York protection equipment.

Completely soundproofed and air conditioned bookkeeping department of Commercial State Bank & Trust Co. of N. Y. where officials report decrease in absenteeism and personnel turnover. Some 35 Monroe bookkeeping machines are used to post daily accounts.

Modernized general office of Lyons Metal Products, Inc., Aurora, Ill. Constructed in 1925, the difference between the old and new offices is evident in the photos on the opposite page. Former high partitions and lighting had prevented utilizing the best layout of office furniture.

Lyons Modernizes Its 30-Year-Old Offices

This view of Lyons Metal Products' new offices shows the low movable partitions which allow better ventilation, more uniform overall lighting and layout flexibility.

Before

(See opposite page.)

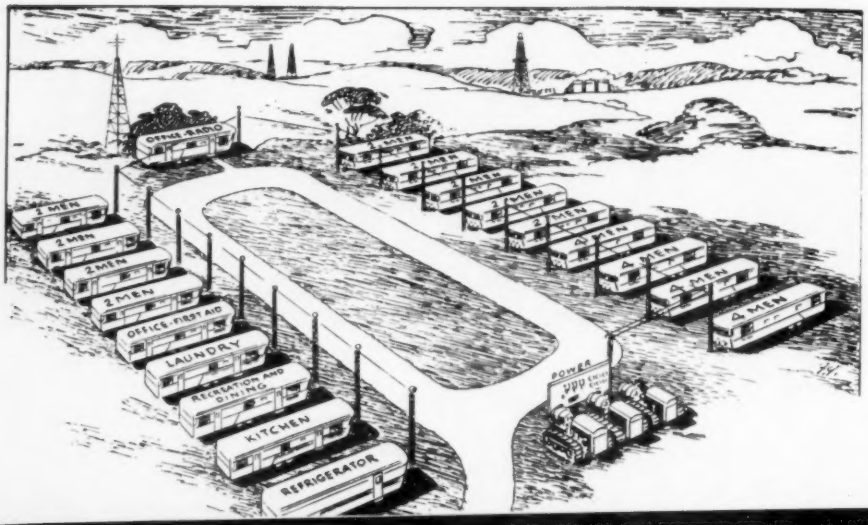
After

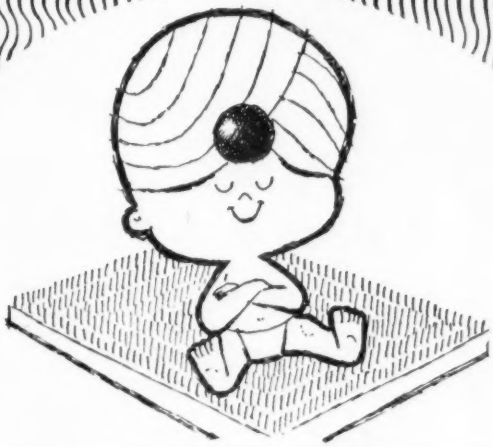
The 35-ft. Spartan office trailer.

Mobile Offices In Africa

Offices and living quarters for 32 men in 19 trailers comprise the Mobile Home Park of Sinclair Oil Co. and International Drilling Co. in Italian Somaliland, Africa. Layout of the area is shown in the sketch below.

One of the Meilink Model 6, Class C, safes, sold by Finger Office Furniture Co., Houston, for use in the trailers to protect records and valuables.





here's a ledger paper that won't slip

. . . because it has a toothier surface

The new Neenah Machine Posting Ledger has a wove finish that prevents it from slipping in the machine.

The toothy surface is easy on the eyes as it is non-reflective. It takes typing and carboning readily . . . has long cotton fibers for extra strength and rigidity . . . is especially cut so the grain runs up and down opposite to the axis of the machine.

If you post your ledgers by machine, be sure to ask your printer for samples of this modern ledger paper by Neenah.

neenah paper company

neenah, wisconsin

Neenah
FINE BUSINESS PAPERS
SINCE 1873

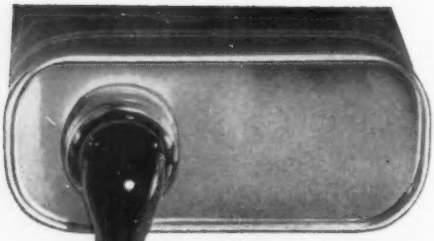
Please send me the free booklet, "Neenah Machine Posting Ledger" containing information and samples.

Signature_____ O4

Attach this coupon to your business letterhead and mail to

neenah paper company, neenah, wis.

For More Information Circle No. 248



Orders are pouring in... for this new, fast-drying "WONDER" INK

HERE'S AN ENTIRELY NEW CONCEPT in duplicating ink that dries so fast, sets so hard, it works like a charm on both bond and offset paper. No slip-sheeting necessary – something never before accomplished. *It took five years to perfect.*

Because of its unique quick-drying qualities, JETDRY "7900" is a great time and money saver. It produces more copies per pound of ink, per stencil and per hour of operation. No paper is wasted in preparation – even the first copies through a new run are usable.

The copies produced with Tempo JETDRY have all the quality of fine printing – legible, sharp, permanent. No washing of stencil needed – stencil is self-cleaning when used with this ink by simply placing it between papers or in a file folder.

With JETDRY, the duplicator can be stopped in the middle of a run – then hours later, the run resumed without delay because JETDRY is ready to go.

Write for literature and prices TODAY

MILO HARDING COMPANY
Established 1904
Manufacturer of the most complete line of stencil duplicating machines and supplies
500 South Monterey Pass Road, Monterey Park (Los Angeles County) Calif
San Francisco • Pittsburgh • Cleveland • Dallas

TEMPO® JETDRY
7900 . . . THE WONDER INK

For More Information Circle No. 192

Swift and noiseless

There is nothing faster* and quieter than the new ADDO-X 10 key adding machines with **STEP-O-MATIC MULTIPLIER LEVER.** ADDO-X's lightness and shortness of key action minimizes finger travel and saves operator's energy. Precision manufacture reduces operational noise to a whisper. Write for literature† today.

ADDO MACHINE COMPANY, INC.
145 WEST 57TH STREET, NEW YORK 19, N.Y.

WEST COAST BRANCH
WESTERN ADDO MACHINE CORP., 2921 BEVERLY BLVD.
LOS ANGELES, CALIFORNIA, TEL.: DUNKIRK 5-2247

* At 175 r.p.m.
† Also on our NEW two register machine

For further details mail this advertisement with your letterhead.

For More Information Circle No. 215

SUPPLIERS OF EXPERTLY CONSTRUCTED

SILK FABRICS

AND

NYLON FABRICS

FOR MANUFACTURERS OF
QUALITY TYPEWRITER RIBBONS

BOMONT, INC.

21 WEST STREET, NEW YORK 6, N. Y.

TELEPHONE HANOVER 2-5425

For More Information Circle No. 217

"trigger touch" electric stapling saves time, effort, money!

Bates Stapler "shoots" 5000 staples at one loading...ELECTRICALLY!

- Eliminates tiring manual work, speeds up jobs . . . quickly pays for itself
- Acts at touch of paper
- "Shoots" rustless brass staples rifle fast
- Made with both single and double stapler heads
- Fastens up to 20 sheets
- Stands up for years, proved in actual hard use
- Compact, quiet, only 27 lbs.
- Rubber toes protect desks
- 110-120 AC motor drive, 60 cycles, hair trigger switch

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Office Valets accommodate 3 persons per sq. ft. of floor space. They are functional and modern in design, are beautiful in new baked enamel finishes and are built for lifetime service of strongly welded and reinforced heavy gauge furniture steel.

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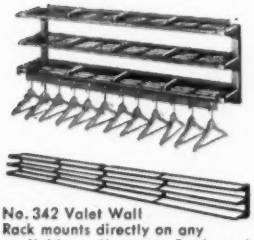

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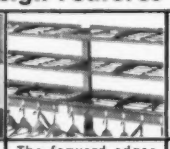

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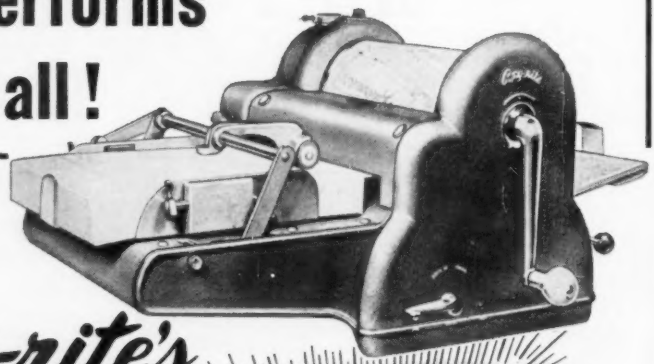

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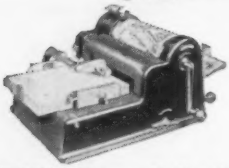

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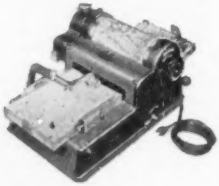

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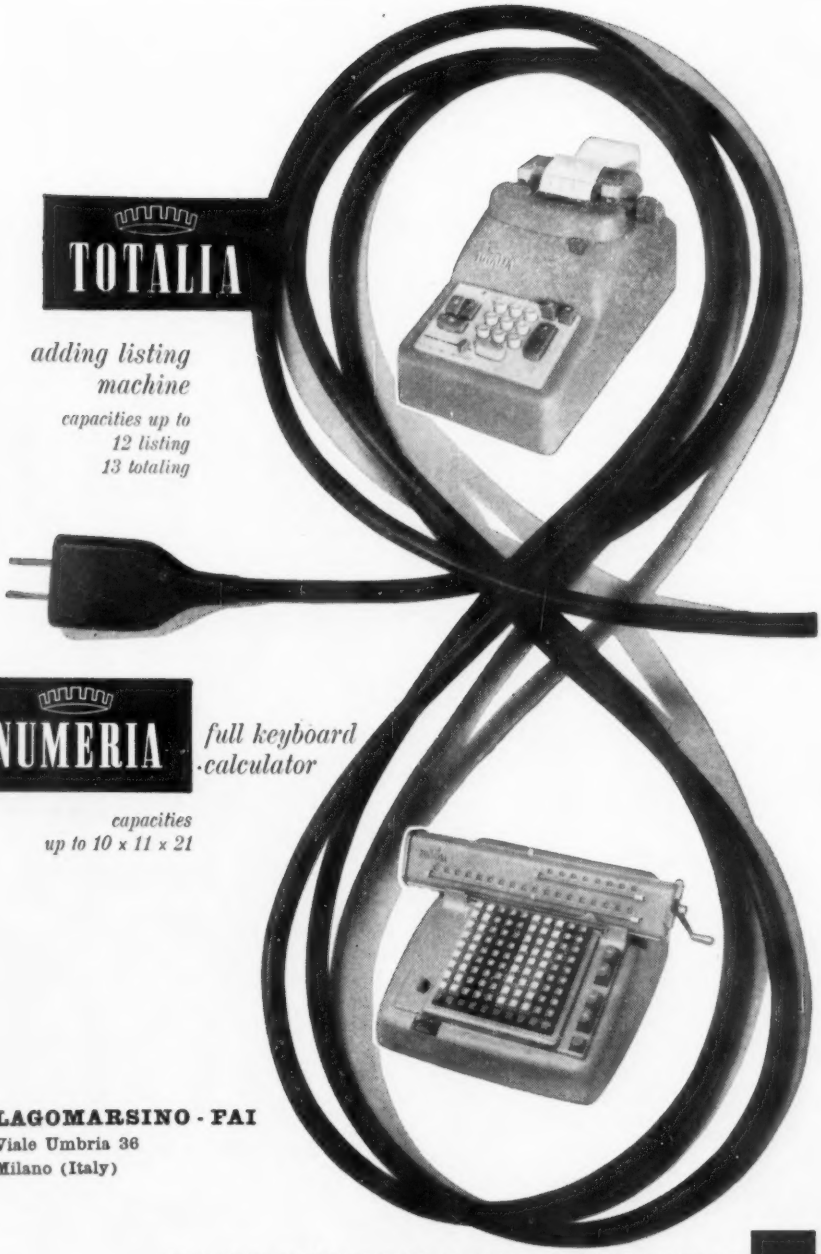

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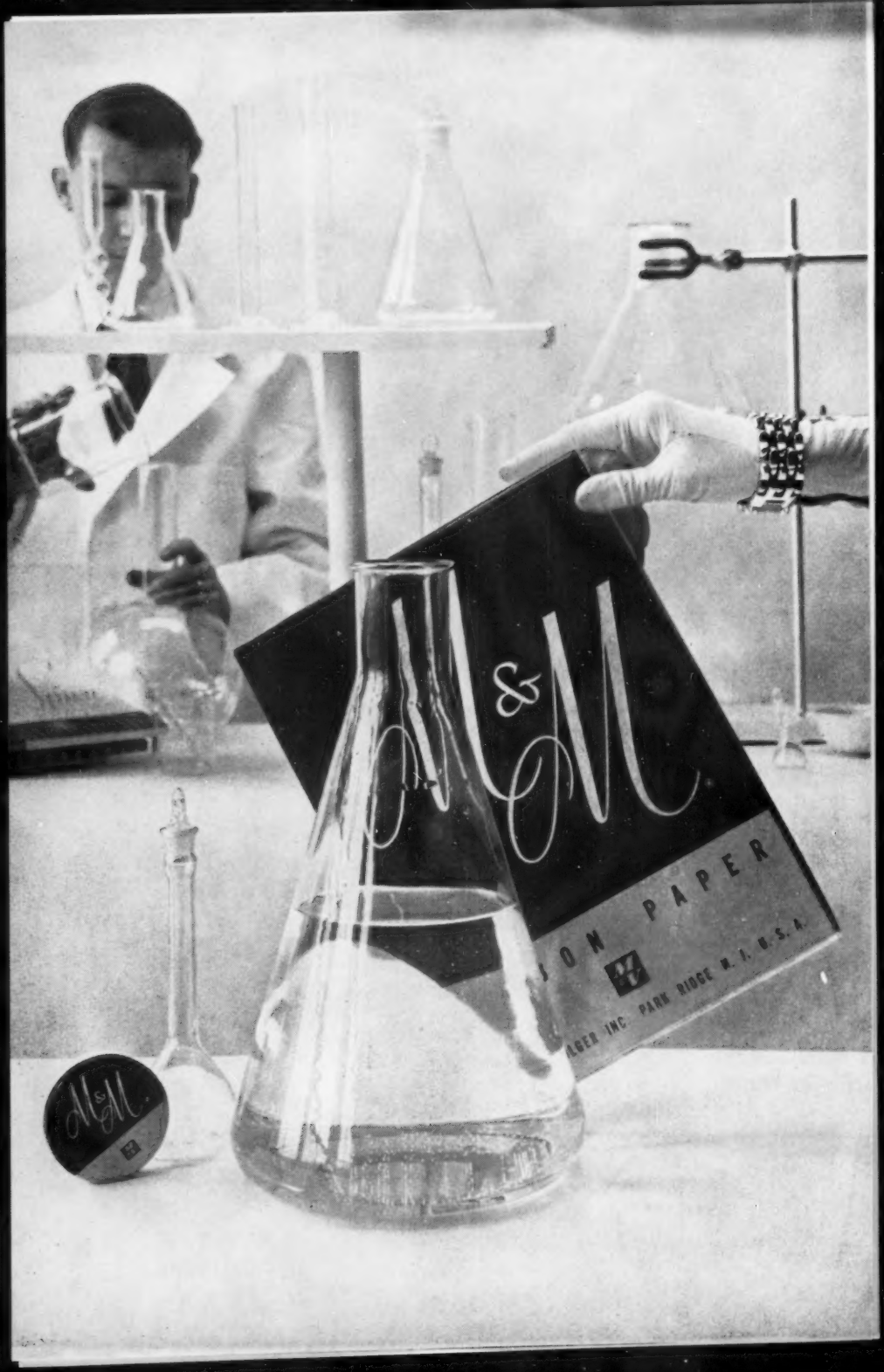
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Settling Disputes Between Employees

B. W. ELSOM
Director of Employee Services, Boston Store, Milwaukee

SUPPOSE that two of your workers get into a dispute which they cannot settle between themselves. The argument begins to create friction in your department and affect the efficiency of your staff. Such disputes may arise over things connected with the job, or be caused by personality clashes, or start over matters not connected with the job.

Whatever the cause, the result is a matter of concern to you. If it continues, you will have to get the disputants together and talk the thing out with them. Get them together in some private office where you can all sit down. Unless absolutely necessary, don't get them together too soon after the argument, while they are still in an angry mood. If you can, give them a chance to "cool off."

Begin the conversation by assuring them that you are not trying to interfere in their personal affairs, but that their dispute is affecting the operation of your department, and that you cannot allow such a condition to continue. Then encourage each of them to state his side of the argument. Don't let the other person interrupt. Give each person a chance to state his entire case.

Many disputes of this kind can be settled merely by listening. The very fact that you give each person a sympathetic hearing serves as an emotional safety valve and makes them both more ready to listen to a reasonable settlement of the difficulty.

It is the department manager's duty to iron out friction which arises over things connected with the job, because he has the direct responsibility for job assignments. His relation to friction over things not connected with the job is somewhat different. He would be wise not to enter into discussions about such matters. He has a right to demand, however, that such disputes be laid aside until after working hours. As to personality clashes, the executive should make it clear that he cannot allow such clashes to interfere with the operation of the department. He may help by trying to bring about a closer understanding between the two people.

STANDARDS FOR CLEANING OFFICE BUILDINGS

JOB DESCRIPTION	PERFORMANCE	EQUIPMENT	QUALIFYING FACTORS	PRODUCTION PER MAN DAY	NORMAL FREQUENCY IN WORK DAYS
Floor Scrubbing with Polishing Machine	Place cleaning agent on floor and agitate with machine. Pick up dirty solution and rinse. (Floor swept by zone cleaner.)	(a) Floor scrubbing machine (b) 2-compartment mop tank and wringer (c) Dust pan and brush (d) Three mops (e) Rags and steel wool (f) Cleaning agent (g) Hair sweep (h) Electric water pick-up in lieu of mop (optional)	15" divided wt. (rotary) polishing machine 15" concentrated wt. (rotary) polishing machine	20,000 sq. ft. 20,000 sq. ft.	Main floor corridors daily. Secondary floor corridors every 5 days. Other space as required.
Floor Scrubbing with Power Scrubbing Machine	Machine applies cleaning agent to floor, agitates it with revolving brushes and picks up dirty solution with vacuum device, rinsing optional. (Floor swept by zone cleaner.)	(a) Power scrubbing machine (b) 2-compartment mop tank and wringer (c) Dust pan and brush (d) Two mops (e) Rags and steel wool (f) Cleaning agent (g) Hair sweep (h) Hand squeegee (i) Gum scraper (j) Garden hose (5' length) (k) Measuring cup	Machine covers strip 26" wide	25,000 sq. ft.	Main floor corridors daily. Secondary floor corridors every 5 days.
Floor Mopping	Sweep and then place cleaning solution on floor and work with mop. Pick up dirty solution and rinse as required with mop.	(a) 2-compartment mop tank and wringer (b) Two mops (c) Cleaning agent (d) Gum scraper (e) Hair sweep		20,000 sq. ft.	Main floor corridors daily. Secondary floor corridors every 5 days. Other space as required.

The standards appearing above, and on the pages following, were established by the General Services Administration as a guide to determining staffing and equipment requirements in office buildings operated by GSA. They are based on the experience of the Public Buildings Service in Washington, D. C., and other cities. To apply the standards to a particular building, the entire workload is figured (square feet of floors, number of windows, etc.) and the number of mandays is then divided into day and night forces.

Office Cleaning and Maintenance

SIDNEY FELDMAN

CLEANING and maintenance operations usually are managed according to the size of an establishment, either by a company's own employees, or a hired firm. Offices in multiple-tenant buildings generally have services such as cleaning floors and emptying rubbish and wastebaskets included in their rent. Some firms, however, engage additional help to take care of waxing and other tasks.

There are many ways to have a cleaning and maintenance job performed. Consolidated Edison Co. of New York, for instance, has its own crew of more than 300 commercial building employees who operate and maintain the company's skyscraper. Of these work-

JOB DESCRIPTION	PERFORMANCE	EQUIPMENT	QUALIFYING FACTORS	PRODUCTION PER MAN DAY	NORMAL FREQUENCY IN WORK DAYS
Floor Waxing	Mop or scrub, apply new wax, polish. (Floor swept by zone cleaner.)	(a) Dust pan and brush (b) Floor polishing machine (c) 2-compartment mop tank and wringer (d) Three mops (e) Cleaning agent (f) Gum scraper (g) Rags and steel wool (h) Mopping unit for wax (i) Wax, spirit or water emulsion	15" divided wt. (rotary) polishing machine 15" concentrated wt. (rotary) polishing machine 16" cylindrical drum polishing machine	5,000 sq. ft. open area 3,000 sq. ft. office area 8,000 sq. ft. open area 3,500 sq. ft. office area 5,000 sq. ft. open area	Every 66 days.
Floor Buffing	Polish the floor to remove traffic marks without applying additional wax. (Floor swept by zone cleaner.)	(a) Polishing machine (b) Steel wool (hand pad)	15" divided wt. (rotary) polishing machine 15" concentrated wt. (rotary) polishing machine 16" cylindrical drum polishing machine	40,000 sq. ft. open area 30,000 sq. ft. office area 40,000 sq. ft. open area 30,000 sq. ft. office area 40,000 sq. ft. open area 30,000 sq. ft. office area	Every 22 days.

JOB DESCRIPTION	PERFORMANCE	EQUIPMENT	QUALIFYING FACTORS	PRODUCTION PER MAN DAY	NORMAL FREQUENCY IN WORK DAYS
Floor Sweeping	Pick up loose paper and trash, sweep, clean telephone booths and dust surfaces that can be reached while standing on the floor. (Usually assigned to zone cleaner.)	(a) 24" hair sweep (b) Dust pan	Open space	50,000 sq. ft.	Daily.
Rug Vacuuming	Vacuum rugs with Domestic, Portable or Central vacuum machines	Vacuum machine or vacuum hose and tools for central system	Closely grouped rugs	80 (12' x 15')	Daily.
Stair Cleaning	Sweep, dust and scrub	(a) Broom (b) Bucket (c) Scrub and deck brushes (d) Rags (e) Cleaning agent (f) Gum scraper	Sweep and dust Scrub	60 flights (floor to floor) 20 flights (floor to floor)	Daily. Every 5 days.
High Cleaning	Clean lights, transoms, pipes, high flies and dust venetian blinds and other objects high enough to require the ladder and too high for zone cleaner to reach while standing on the floor.	(a) Ladder (b) Buckets (c) Cloths (d) Radiator brush (e) Vacuum cleaner (f) Cleaning agent (g) Wall brush (h) Push broom (i) Dust pan		10,000 gross sq. ft. floor area	Every 66 days.

ers, more than 150 work far into the night to transform its main building and 32 others into spic and span condition for the next day's business.

Lever Brothers' glass office building on New York's Park Avenue prefers to use an outside cleaning firm. For more than 20 years the Handi-Man Co. of New York has loosed its force of porters, charwomen and foremen (around 1,200) to keep Manhattan's skyscrapers scrubbed and polished. This cleaning firm is hired by contract.

A number of cleaning and maintenance firms specialize in cleaning rugs, maintaining typewriters and a host of other services. Engaging one of these firms entails the usual check on references, recommendations by other firms, and more specific qualifications such as coverage of a contractor's employees by workmen's compensation insurance, public liability insurance and fidelity bonding.

Manufacturers of certain equipment offer special maintenance service to purchasers of their products. Typical of such firms, for example, are the elevator companies which have a staff of service representatives. Otis Elevator Co. assumes full responsibility for the first three months for newly sold equipment. Thereafter, it's up to a service representative to convince purchasers of such elevator equipment to subscribe to regular maintenance service.

While an entire lighting system may be rented, offices usually install their own electrical fixtures but sometimes engage a lighting maintenance company

JOB DESCRIPTION	PERFORMANCE	EQUIPMENT	QUALIFYING FACTORS	PRODUCTION PER MAN DAY	NORMAL FREQUENCY IN WORK DAYS
Toilets, Cleaning and Servicing	Empty waste containers, fill soap dispensers, towel and toilet paper holders. Clean fixtures, sweep floors and mop or scrub as required.	(a) Mopping unit (b) 12 qt. bucket (c) Mop (d) Radiator brush (e) Hair sweep (f) Toilet brush (g) Scrub brush (h) Gum scraper (i) Rubber gloves (j) Cleaning agent (k) Cloths (l) Polish (m) Toilet supplies		80 fixtures (Wash basins, Water closets, Urinals)	Clean daily. Service as required.
Toilet Cleaning, Private	Cleaned by zone cleaner, serviced when necessary.				Daily.
Lobby and Corridor Policing (Includes adjacent stairs)	Sweep up scraps of paper and cigarette butts. Mop wet spots, keep jardinieres presentable.	(a) Long handled dust pan (b) Long handled dust brush (c) Cloths	Main corridor Secondary corridor	300,000 sq. ft. of corridor area 300,000 sq. ft. of corridor area	4 times daily. Daily.
Lobby Cleaning	Sweep, mop, dust, polish metal and clean glass.	(a) Hair sweep (b) Mops (c) Gum scraper (d) Cloths (e) Metal polish (f) Chamois	Main (Large) Secondary	16 32	Daily. Daily.
Entrance Cleaning (Outside)	Sweep, police, clean glass and push plates. (Snow and sleet are removed by special work crews detailed from regular cleaning force.)	(a) Broom (b) Hose (c) Cloths (d) Metal polish (e) Dust pan (f) Chewing gum scraper	Main Secondary	16 32	Twice daily. Daily.

which has trained crews and equipment needed to offer full lighting maintenance. There are three general types of service available: (1) complete service on call, often on a material-and-labor cost basis. Most work is handled this way, with standard prices for particular items such as replacing a component; and washing fixtures. (2) Service for either a specific number of cleanings, or a full maintenance service which includes furnishing all materials and labor at regular intervals. Some plans have the customer make a few interim replacements, or have replacements made only during cleaning. (3) Customers pay only for certain services, including those they feel are best done by an outside specialist.

Experts in the cleaning field point out that it's best to keep up with the run-of-the-mill daily and weekly cleaning. They find this is a simpler, quicker, more efficient way of operating, than gearing up to the more expensive all-out spring cleaning or fall cleaning. Good cleaning jobs can be done regularly, an office or a floor at a time, rather than at one fell swoop by a large crew. This more orderly type of cleaning can be done by

JOB DESCRIPTION	PERFORMANCE	EQUIPMENT	QUALIFYING FACTORS	PRODUCTION PER MAN DAY	NORMAL FREQUENCY IN WORK DAYS
Paper and Trash Collection	Paper is bagged or boxed by zone cleaners and placed in corridors for the trash man to collect and take to trash room.	(a) Twine for bags (b) 4-wheel push truck for bagged paper (c) 4-wheel box push truck for collecting loose paper		600,000 sq.ft. gross area	Daily.
Paper Baling	Feed loose paper into machine, operate machine, tie bale and place in trash room.	(a) Baling machine (b) Baling wire (c) Stevedore truck	About 500 lbs. each bale	20 bales	Daily.
Window Washing	Windows washed inside and outside.	(a) Safety belt (when needed) (b) Counter brush (c) Sponge or cloth (d) Chamois (e) Scraper (f) Sill pad (g) Cleaning agent (h) Bucket (i) Squeegee (j) Step ladder	Double hung 2-pane 4'x7' Double hung 4-pane 4'x6' Double hung 8-pane 3.5'x5.5' Double hung 12-pane 2.5'x5.7' Double hung 16-pane 4'x6' Industrial 20-pane 4'x7' Austral Casement 6-pane 6'x7'	60 55 45 40 35 30 35 35	Every 22 days.

smaller work crews. Such cleaning also minimizes disruption of office work.

If a company decides to have its own cleaning and maintenance staff, it should consider: additional workers on the payroll and possibly the purchase of uniforms; storage area for cleaning equipment and supplies; paperwork, including insurance for cleaning personnel, records of supplies, equipment and work. Operating a do-it-yourself cleaning and maintenance department boils down to running a small business within a business.

Whether a company has its own cleaning and maintenance crew or hires a contractor to do such work, it is advisable to utilize a check list for regular inspection. This review often uncovers items which need immediate correction and prevents costly repairs.

Cleaning and maintenance mainly falls into two categories: the interior and exterior of a building, and the furnishings and equipment. Generally, the furnishings and equipment are maintained by outside contractors which often may be the manufacturers or distributors of the particular products. At this point interest is centered on the interior and exterior maintenance of the office structure. Examining the interiors of structures means a ceiling-to-floor survey:

JOB DESCRIPTION	PERFORMANCE	EQUIPMENT	QUALIFYING FACTORS	PRODUCTION PER MAN DAY	NORMAL FREQUENCY IN WORK DAYS
Elevator Cleaning	Scrub, wax and buff floors, dust interior of car, polish brass.	(a) Hand truck (b) Two mops (c) Radiator brush (d) 14" hair sweep (e) Dust pan and brush (f) Dust and scrub cloths (g) Cleaning agent (h) Mopping unit (i) Short step ladder (j) Steel wool (k) Wax (l) Metal polish (m) Polishing machine (small)	Passenger elevator Freight elevator	25 25	Daily. Every 5 days.
Escalator Cleaning	Sweep treads and risers, remove gum, wipe tread and risers and polish metal fittings.	(a) Bucket (b) Radiator brush (c) Dust pan (d) Wood gum scraper (e) Rags (f) Metal polish (g) Wedge		20 flights (floor to floor)	Daily.

LIGHTING: Have a lighting expert make sure there is sufficient light to assure comfortable working conditions. Observe dirt on lamps and fixtures which reduces effectiveness. Light output of lamps decreases as lamps are used. (A report by the General Services Administration showed fluorescent lighting illumination decreased by 30% in eight months.)

CEILINGS, WALLS: A sweep of the eye should detect cracks and blisters in painted ceilings; it may also discover deficiencies or breaks in acoustical tiles, air conditioning ducts, or other ceiling fixtures. Dirt on ceilings and walls cuts down the reflective power of light and causes loss of illumination. Walls should be noted for cracks, streaks, blisters, holes or other defects.

Paint is a protective seal and bond. All surfaces and trim should be examined to see if plastering or painting are required.

DOORS, DOOR CLOSURES: Test doors to determine whether they are working properly. Cracked or broken glass in doors should be replaced. Perhaps signs and lettering can be replaced or repainted if worn out. Examine locks and hinges.

STAIRS, HALLWAYS: These should be examined, as noted above. Check on railings, treads, landings and lighting.

SANITARY FACILITIES: Watch for leaks, breaks, cracks, defects, and stoppages. These facilities particularly ought to be noted for sanitation and safety.

ADDITIONAL AREAS: All ductwork requires a going-over. In newer structures heating and ventilating are carried through a single system; in

JOB DESCRIPTION	PERFORMANCE	EQUIPMENT	QUALIFYING FACTORS	PRODUCTION PER MAN DAY	NORMAL FREQUENCY IN WORK DAYS
Venetian Blind Washing (In Place)	Ventian blind slats are washed in place. Tapes and cords are dry cleaned with stiff brush. Dusting is done by high cleaners and not considered part of the job.	(a) Step ladder (b) Bucket (c) Cloths (d) Radiator brush (e) Cleaning detergent (f) Dust pan	4' wide 8' wide	16 8	Every 252 days. Every 252 days.
Lawn Maintenance	Mow lawns and sweep adjacent sidewalks.	(a) Mower (b) Clippers (c) Broom (d) Gum scraper (e) Rake (f) Edger (g) Baskets	Grass cutting (in season). Sidewalk sweeping.	100,000 sq. ft. of grass area 100,000 sq. ft. of sidewalk area	Every 5 days. Daily.
Garage and Driveway Cleaning	Police, sweep and mop or scrub.	(a) Broom (b) Hose (c) Mops (d) Deck brush (e) Scrubbing machine (f) Mop tank (g) Scraper		50,000 net sq. ft.	Police daily. Sweep every 5 days. Scrub every 22 days.
Jardiniere Cleaning	(a) Shine funnel, clean exterior, rinse container and refill (liquid type). (b) Remove soiled sand, clean opening and exterior, replace soiled sand with fresh sand (sand type).	(a) 52-gal. tank (1 side screened) (b) Bucket (c) Cuspidor brush (d) Cup (Sieve if sand is used) (e) Rubber gloves (f) Rags (g) Sand, if used (h) Disinfectant		100	Daily.

older buildings there may be two separate systems to be examined. Cloakrooms, cupboards, closets and other storage areas need a review, preferably after work hours or during inventory-taking when these places are more readily examinable. Technical personnel may be required to examine special types of construction such as auditoriums, projection rooms, etc.

FLOORS: Include all flooring areas. Floors require cleaning, sealing, and regular maintenance because of continuous traffic, high replacement cost, and the need to assure safety. Any flaws in floors should be reported at once and repaired immediately.

Building exteriors also require examinations, but less often than interiors. People cause most wear on building interiors whereas the elements of nature wear away a building's exterior. Building maintenance contractors throughout the country have engineers and other

JOB DESCRIPTION	PERFORMANCE	EQUIPMENT	QUALIFYING FACTORS	PRODUCTION PER MAN DAY	NORMAL FREQUENCY IN WORK DAYS
Utility Work	General duties, truck helper, move light pieces of furniture, etc.			1,000,000 gross sq. ft.	Daily.
Extermination (Insect and Rodent Control)	Paint and/or spray infected areas with insecticides--Bait for rodents.	(a) Spray machine (b) Rubber gloves (c) Insecticides (d) Baits (e) Paint brush		16,000 gross sq. ft.	Every 66 days.
Zone Cleaning	Sweep corridors, empty ash trays, empty waste baskets, sweep or vacuum offices, mop floors and dust all rooms and corridor space within reach while standing on the floor, clean wash basins and private toilets. Clean phone booths and drinking fountains in assigned zone.	(a) Mops (treatment optional) (b) Cloths (c) Dust pan and brush (d) Radiator brush (e) Cleaning agent (f) Toilet brush (g) Hair sweep (h) Corn broom (i) Vacuum machine (j) Container for collecting cigarette butts and ashes	File space Storage space Office space	Up to 50,000 net sq. ft. floor space. Up to 100,000 net sq. ft. floor space. 14,000 net sq. ft. (Plus adjoining corridor area.)	Daily. Depends on type of storage. Daily.

personnel who handle problems in exterior maintenance, protection, decoration, damp-proofing, and floor treatment of many types of structures. Some of these companies have contracting departments which specialize in remedial restoration of buildings.

The most vital parts of the skin of a building, a single object common to both its exterior and interior parts, are windows. These are important because they admit light; keep out the cold and dirt. Broken or cracked windows should be fixed immediately. For optimum light, windows should be cleaned regularly, either by members of a building maintenance staff or an outside contractor. Within the past five years there has been a boom in buildings with glass and metal skins, rather than the usual brick and stone surfaces. New cleaning equipment and techniques were necessitated by some of these structures.

Window cleaning is done individually and more simply in some aluminum clad buildings. Each window is installed on top and bottom pivots so that both surfaces of panes can be cleaned from the inside. Window cleaners need no scaffolding or safety belts. The periphery of each window is sealed in with a strip of rubber which is pumped up to form a seal.

According to a survey on air conditioning by American Gas Assn., it was claimed that in artificially cooled structures less time is needed for dusting furniture, cleaning walls and woodwork. The report said that air conditioning helped reduce the amount of cleaning labor because a decrease in dirt and soot meant less frequent cleaning of floors, and less decorating.

Up to this point the finger has been pointed at the dirty, dusty and sooty business and industrial atmosphere.

Average straight-time hourly pay[1] of office building maintenance help, as of a year ago, from a survey of the Bureau of Labor Statistics, U. S. Dept. of Labor.

Industry and city	Men						Women	
	Cleaners [2]	Elevator operators, passenger	Engineers, stationary boiler	Firemen, stationary boiler	Watchmen	Window washers	Cleaners, lightwork	Elevator operators, passenger
Office-building service (24 cities)								
Atlanta	$0.75	$0.83	$1.56	----	$0.91	$0.82	$0.56	$0.66
Baltimore	.93	.90	1.63	----	.78	----	.81	.90
Boston	1.20	1.17	1.91	----	1.19	----	1.17	1.14
Chicago	1.94	1.97	2.83	$2.42	1.49	2.28	1.47	----
Cincinnati	1.07	.98	1.80	1.38	1.02	1.36	.91	----
Dallas	.89	.97	1.62	----	.89	----	.77	.87
Denver	1.16	----	1.89	1.41	1.06	----	1.13	1.15
Detroit	1.21	1.14	2.17	----	1.12	----	1.06	.99
Houston	.89	1.06	1.84	----	.85	----	.86	.85
Indianapolis	1.12	1.05	----	----	1.07	----	.89	----
Kansas City, Mo	1.26	1.46	----	----	1.19	----	1.07	1.04
Los Angeles	1.27	1.24	----	----	1.21	1.49	1.18	1.20
Milwaukee	1.29	1.25	----	----	----	----	1.06	1.10
Minneapolis	1.55	1.55	2.21	----	1.55	2.00	1.28	1.39
Newark	1.27	1.37	----	1.43	1.16	----	1.07	1.12
New Orleans	.78	.85	1.45	----	.71	.88	.70	.74
New York City [3]	1.66	1.69	2.06	1.85	1.67	----	1.27	1.35
Philadelphia	1.35	1.40	1.95	1.59	1.43	----	1.06	1.37
Pittsburgh	1.49	1.54	2.22	----	1.57	1.68	1.23	1.36
Portland, Oreg	1.32	1.32	----	----	1.31	----	1.25	1.30
St. Louis	1.15	1.13	----	----	1.27	----	.04	1.06
San Francisco	1.65	1.64	2.08	----	1.65	2.38	1.57	1.64
Seattle	1.44	1.37	----	----	----	1.77	1.37	1.37
Washington, D. C	.86	.81	1.86	1.01	.82	.97	.78	.88
Contract-cleaning services (9 cities)								
Boston	1.23	----	----	----	----	1.69	1.14	----
Chicago	1.73	----	----	----	----	2.32	1.44	----
Detroit	2.02	----	----	----	----	2.54	1.29	----
Los Angeles	1.39	----	----	----	----	2.18	1.23	----
New York City [3]	1.37	----	----	----	----	2.18	1.22	----
Philadelphia	1.20	----	----	----	----	1.86	1.03	----
Pittsburgh	1.05	----	----	----	----	1.79	.82	----
San Francisco	1.71	----	----	----	----	2.45	----	----
Washington, D. C	1.10	----	----	----	----	1.28	----	----

[1] Excludes premium pay for overtime and for work on weekends and holidays. Premium pay for late-shift work is included; however, such payments were rarely reported and do not appreciably affect the averages presented.

[2] Includes lightwork and heavy-work cleaners.

[3] Survey limited to Borough of Manhattan.

NOTE.—Dashes indicate no data or insufficient data to warrant presentation.

Human beings, who use offices, are more responsible for wear on equipment. This depreciation is as normal as life itself, and certain attention and cooperation from employees is required to keep cleaning and maintenance work at a minimum. Certain offices require their employees to keep work places neat and clean. Invariably this task is part of the duty of a safety committee because good housekeeping goes hand-in-hand with safety.

Fairfax M. Cone, president of Foote, Cone & Belding, Chicago advertising agency, told the Office Management Assn. of Chicago how his firm keeps the walls clean in their office building. They put two painters on the payroll to paint all day, five days a week. "We have the cleanest joint you have ever been in," said Mr. Cone. "Dames don't like the smell of fresh paint and, believe me, we paint less and less because they know if there is a mark on that wall, one of the painters will be right around." Now they only need one painter on the payroll.

Office employees should not assume that cleaning personnel are other than human. The latter should be protected from, or warned about, dangers such as discarded broken glass. Special arrangements should be made when disposing of large or heavy quantities of material. Anything which is not to be thrown away, should not be placed near waste receptacles. For safety's sake, clerical workers should leave all maintenance work to those whose job it is to do it.

Good housekeeping in the office is good business. It allows work to proceed more efficiently and safely, reduces fire hazards and chances of injury to workers and visitors.

Workers can clean their own desk tops with just soap and water.

NSOEA's Annual Convention And Exhibit In Chicago Opens Sept. 29

Ivan Allen Jr.

THIS YEAR'S annual convention and exhibit of the National Stationery & Office Equipment Assn. opens in the Conrad Hilton Hotel, Chicago, September 29 and continues for five days. As in past years, it will comprise the biggest display of industry products shown anywhere at one time. There will be 400 displays occupying four acres of space in four exhibit areas. The exhibits will open at noon on Saturday, September 29, and remain open until 9 p.m. on Sunday, Monday and Tuesday. The show closes at 5 p.m. Wednesday, October 3.

Outstanding features of the last two NSOEA Conven-

tions have been the model stores. This year, Henry Berry Associates has leased the Normandie Lounge of the hotel, scene of the previous model stores, and will construct a huge, two-part exhibit. The front section will show open display units available to dealers and will be stocked with merchandise of six manufacturers affiliated with Henry Berry Associates known as the Distribution Research Assn. The second section of the exhibit will feature for the first time anywhere, new fixtures designed especially for office machines. These will be revolutionary and done in the high style so important for modern merchandising of the growing office machines department. This beautiful exhibit should prove an outstanding source of ideas for every dealer.

More ideas on merchandise display will be shown by Bulman Co. in their store fixture exhibit in the Astoria Room on the 3rd floor of the Conrad Hilton Hotel.

At 10:30 a.m. Sunday, delegates will assemble in the Grand Ballroom for a worship service conducted entirely by businessmen. The Hon. Walter H. Judd, Minnesota Congressman, will address the service. Introduced by NSOEA at their 50th anniversary convention in 1954, this has been recognized as an important convention feature. The exhibit areas will be open Sunday afternoon which enables dealers in nearby areas to have their entire staffs visit the displays. At 4 p.m. Sunday there will be a tea for the ladies.

A musical program at 9 a.m. will precede the convention's opening business session a half-hour later on Monday morning. NSOEA's president, Ivan Allen Jr., will preside and tell members of his year in office which included his attendance at 14 regional meetings. Greetings from the United Kingdom to American stationers will be extended by J. Ogilvie Lennox of Glasgow, Scotland. The morning's session will close after a talk by William Oncken Jr., of the New York Central System, on "Crashing the Communications Barrier." At Monday's luncheon meeting, the guest speaker will be Howard Pyle, deputy assistant to the President of the United States.

The three divisional meetings will be held on the morning of Tuesday, October 2. The manufacturers will be chairmanned by L. M. Brown, president, Eberhard

Dr. Norman Vincent Peale

Hon. Walter H. Judd

Howard Pyle

John S. Coleman

NSOEA Convention Program

SUNDAY MORNING, SEPTEMBER 30

NON-DENOMINATIONAL SERVICE: Hon. Walter H. Judd, *Congressman from Minnesota.*

MONDAY MORNING, OCTOBER 1

A YEAR WITH NSOEA: Ivan Allen Jr., *President, Ivan Allen Co., Atlanta.*
GREETINGS FROM UK TO NSOEA: J. Ogilvie Lennox, *Chairman and Managing Director, Douglas & Douglas Ltd., Glasgow, Scotland.*
CRASHING THE COMMUNICATIONS BARRIER: William Oncken Jr., *Director of Management Development, New York Central System.*
LUNCHEON: Howard Pyle, *Deputy Assistant to the President of the United States, Washington, D.C.*

TUESDAY MORNING, OCTOBER 2

MANUFACTURERS DIVISION: L. M. Brown, *President, Eberhard Faber Pencil Co., Brooklyn, N. Y.*; Ivan Allen Jr., *Ivan Allen Co., Atlanta.*
FIELD DIVISION: Folger Fellowes, *President, Bankers Box Co., Chicago*; Leonard Wilcox, *Roberts Printing & Stationery Co., Hutchinson, Kans.*
DISTRIBUTORS DIVISION: William R. Diehl Jr., *Diehl Office Equipment Co., Columbus, Ohio*; Ralph DeArmond Cies, *Research Consultant.*
LUNCHEON: Dr. Norman Vincent Peale, *Marble Collegiate Church, New York.*

TUESDAY AFTERNOON, OCTOBER 2

YOUR IDEAS—YOUR MOST PRICELESS PRODUCTION: G. Herbert True, *Assistant Professor of Marketing, University of Notre Dame.*
MR. ELEVEN O'CLOCK: Adrian H. Pembroke, *Pembroke Co., Salt Lake City.*

WEDNESDAY MORNING, OCTOBER 3

YOUR OFFICE MACHINE MARKET: Paul E. Burbank, *NSOEA Executive Vice President*; John S. Coleman, *President, Burroughs Corp. and President, Chamber of Commerce of the United States.*

Faber Pencil Co. and Ivan Allen Jr. will speak on "A Dealer's Deal." The field division, chairmanned by Folger Fellowes, president, Bankers Box Co., will hear from Leonard Wilcox whose talk will be titled, "Are You a Ringer, a Rounder or a Regular?" The distributors division, chairmanned by William R. Diehl Jr., will be addressed by Ralph DeArmond Cies, NSOEA research consultant, who will answer the dealers' ques-

The **LOWEST COST, MOST EFFICIENT SYSTEM FOR FILING ACTIVE RECORDS**

VERTI-FILE *by*

TRADE-MARK

DeLuxe

ILLUSTRATED:
Section of Verti-File shelving. Available in standard sizes. Finished in durable Chem-A-Cote bonded office grey baked enamel.

- SAVES 75% OF THE COST OF CONVENTIONAL FILES
- 100% INCREASE IN FILE CAPACITY
- UNLIMITED VISIBILITY
- FILING ERRORS VIRTUALLY ELIMINATED
- SAVES UP TO 60% OF VALUABLE FLOOR SPACE
- REDUCES NUMBER OF FILE CLERKS REQUIRED
- SHELVES EASILY ADJUSTABLE
- UNLIMITED APPLICATIONS
- REDUCES EMPLOYEE FATIGUE AND IMPROVES MORALE
- SPEEDS FILING OPERATION

CONTACT YOUR NEAREST DEALER FOR SPECIFICATIONS AND FREE LAYOUT SERVICE

DeLuxe

DELUXE METAL FURNITURE COMPANY
WARREN, PENNSYLVANIA
A DIVISION OF ROYAL METAL MANUFACTURING COMPANY

For More Information Circle No. 199

Adrian H. Pembroke

J. Ogilvie Lennox

William Oncken Jr.

G. Herbert True

tion: "Can You Survive?" At the luncheon on Tuesday, Dr. Norman Vincent Peale will be the guest speaker and his subject will be, "Success Through Right Thinking." Dr. Peale will be making a return appearance because his talk at a previous NSOEA convention was enjoyed so much by the members.

A general convention session will convene on Tuesday afternoon to hear two authorities on subjects of interest to all retail merchants. The first will be Prof. G. Herbert True who will show why your ideas are your most priceless production. He will be followed by Adrian H. Pembroke who has titled his presentation: "Mr. Eleven O'Clock."

Wednesday's general session will cover the office machine market. Speakers will include Paul E. Burbank, NSOEA's executive vice president, and John S. Coleman, president, Burroughs Corp. Mr. Coleman is also president of the Chamber of Commerce of the United States. At this time, committee chairman will make their reports and new officers will be elected.

The annual banquet and dance will be held Wednesday evening. Awards will be made to members and the new president will be introduced. Other relaxation features will include the convention party on Tuesday night with entertainment and dancing. It was at one of these NSOEA parties, not so long ago, that an unknown entertainer named George Gobel appeared. Maybe another future star will be seen this year. The ladies will have a crowded program of their own which will include a tea, luncheon and fashion show, bingo party and a theater matinee.

Those who have attended past NSOEA conventions well know the good sense of advance registrations and indications point to a record attendance this year. Anyone whose business interests lie in this industry should find much of value here and the office machine merchandising display will undoubtedly attract many machine dealers. Non-member dealers who wish to join can obtain complete information from the National Stationery & Office Equipment Assn., 740 Investment Building, Washington 5, D.C. You still have time to make it because the convention doesn't open until the end of the month.

For More Information Circle No. 164→

How to turn the tables on office obsolescence

Call the roll of Burroughs adding machines: The Ten Key (choice of 4 attractive colors). The Director full keyboard (same color choice). *And* the low-priced Thriftline in new soft Amber Gray styling.

Here are *the* truly modern machines of today —and *tomorrow*—in their ultra-quiet operation. Their perennial accuracy and dependability. Their smart styling. Their shadow-touch operation. Their self-repeating multiplication key, and in the electric models —their instant credit balances.

For a convincing free demonstration call our local branch office or dealer, listed in the Yellow Pages. Burroughs Corporation, Detroit 32, Michigan.

BURROUGHS ADDING MACHINES

"Burroughs"—Reg. TM.

A. Devaney, Inc., N. Y.

Are you scared by a blank sheet of paper?

A Springboard to Action

LESLIE MATTHIES

Supervisor of Engineering Systems and Procedures, Northrop Aircraft, Inc., Hawthorne, Calif.

SOMETIMES PEOPLE just won't move. They won't decide. They put off giving you an answer. The systems engineer faces this problem constantly. How does he overcome human inertia? Some systems engineers make use of what they call a "springboard."

People get odd "diseases," maladies that we can only describe as the blank-mind disease, or the blank-white-paper disease. We all suffer from these odd mysteries of the human mind, now and then. Once in awhile your own mind goes completely blank, doesn't it? Have you noticed what happens to you when a man comes up and asks, "What do you suggest for a program next Tuesday?"

Your mind goes blank, not always, but often enough to tell you that asking for a general suggestion "out of a blue sky" is not a sure way to get action. There doesn't seem to be any stimulus in a general question, and the mind goes blank.

Our problem is: How to prime the mental pump? And speaking of pumps, isn't it true, that to make a pump work, you get priming action when you pour in a little water from the top?

So it is with the mind. If you want to prime a man's mind, and your aim is to get suggestions, you need some priming suggestions—something tangible to start with.

The same solution applies to the blank-piece-of-paper phenomenon. *Blank*

Two ways to dictate . . . one cuts work in half

Ever realize that shorthand dictation is "*double* writing"? First the shorthand—then translation and typing.

Compare this with Dictaphone TIME-MASTER dictating machine and DICTABELT record. Man dictates independently any time. Secretary types directly from clear DICTABELTS. A faster, cheaper, more accurate means of communication.

Unique DICTABELT advantages: *flexible, unbreakable, non-erasable, permanent,* can be *mailed* or *filed* like a letter. Visible dictation makes quick place-finding.

For more facts write Dictaphone, Dept. I, 420 Lexington Avenue, N. Y. 17, N. Y., or call the Dictaphone office in your city.

Dictaphone, Time-Master and Dictabelt are registered trade-marks of Dictaphone Corp.

DICTAPHONE CORPORATION

THE DICTAPHONE TIME-MASTER DICTATING MACHINE.
"TAKES THE WORDS RIGHT OUT OF YOUR MIND."

For More Information Circle No. 218

A D P* IS AUTOMATION THE

**Automated Data Processing by Moore*

A popular misconception of automation pictures it as a system controlled by costly machinery . . . available to big concerns only. But plain, ordinary efficient automation (without the glamor) quietly works small miracles for small businesses every day. Whatever the size of your business, the man from Moore can show you how ADP gives you maximum results in processing data. Moore does not manufacture ADP machines but knows machine applications. Forms design and construction must be adapted to any machine, and a Moore

BIG RESULTS IN AUTOMATION AT LITTLE COST

Order Department — An incoming customer-order is checked against the Daily Stock Inventory Report, to record on the order papers: shipments to be made and back orders. Proper control, on paper, of an order's disposition means speedy shipment (in full or part) with prompt, accurate advice to the salesman and customer.

Order Typing — Prepunched cards containing *Ship To, Bill To, Item* and *Back Order Item* information are pulled. When processed through a card accounting machine, they immediately produce (on separate cable-connected typewriters) a Moore 6-part Continuous Invoice and 7-part Shipping Order (original and back-order shipments).

Moore forms are the heart of the system

For a medium or small business the benefits of automation may need only the application of an ADP system by Moore. 'Automated Data Processing' means the continuous and integrated operation of data processing using automatic machines. Only minimum changes in present procedures may be needed to achieve practical results without costly investment. For ADP efficiency call in the Moore man (he's in the Classified)—or write the nearest Moore office.

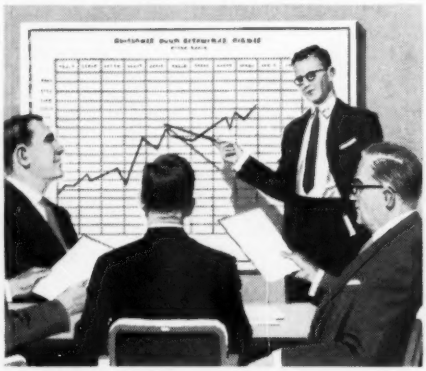
SMALL BUSINESS CAN AFFORD

man's unbiased advice is constructive for that reason. Thus, *workability* is planned into the system. ADP by Moore is designed to fit a business *individually* and can be put in on a schedule that's practical and suitable . . . all at once or in planned stages.

The Moore man brings 'composite' experience to your problem, with the resources and wide experience of the largest, most versatile manufacturer of business forms.

Maximum benefits without heavy investment, without disturbing operations

Customer Service — Completed forms move ahead rapidly so that orders are received, shipped and billed the same day: Shipping set copies go to Stockroom, Shipping and Traffic . . . Invoice set to Billing for release on notice from Traffic . . . Punched cards to Tabulating for analysis and preparation of inventory reports.



Management Reports — Tabulating provides reports daily (not weekly or monthly) on *the previous day's activity*. They are accurate, up-to-the-minute summaries on which management bases decisions that affect business today — control never before realized, with benefits felt in inventory handling, distribution and procurement.

MOORE BUSINESS FORMS Inc

Niagara Falls, N. Y. • Denton, Texas • Emeryville, California

Since 1882 the world's largest manufacturer of business forms and systems. Over 300 offices and factories across U.S. and Canada.

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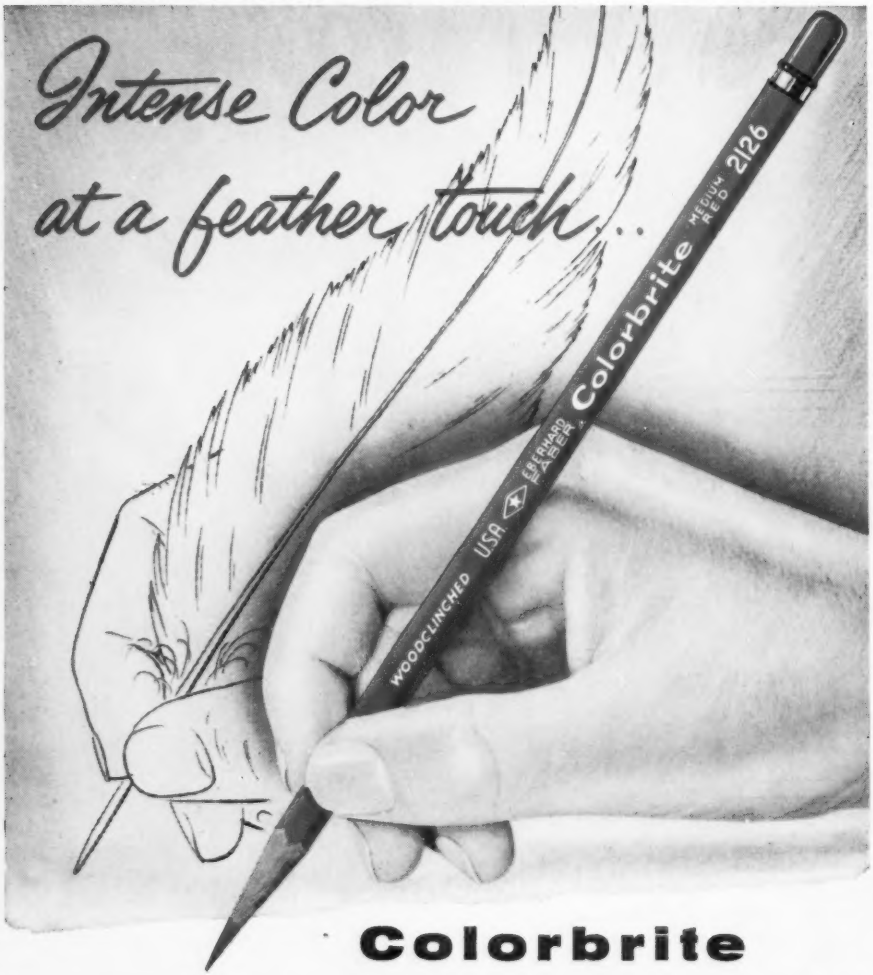

Colorbrite

writes in vivid, intense color with little pressure. Leads are strong *and* smooth—take and hold really sharp points. 26 High-Visibility colors.

Trademarks Reg. U. S. Pat. Off.

NEW Red and Blue colors are now made in 3 degrees of hardness.

Since 1849 **EBERHARD FABER** *puts its quality in writing*

NEW YORK • TORONTO

TEAR OUT THIS ADVERTISEMENT—WRITE IN ON YOUR COMPANY LETTERHEAD FOR A FREE SAMPLE

For More Information Circle No. 200

white paper is blinding! Ask a man to write something on a blank piece of paper. Very often he gets a fixation about that white blank paper—a stagefright sort of phobia, something that he is powerless to overcome. He can't write a word, or he will write something and then erase it. He will write something and scratch it out, or he will write something, then crumble the paper, throw it away, then sit and stare at a second blank sheet of paper.

Ever notice that, when you ask a man what he would like for his birthday, his first reaction is "Oh, I don't know." Why this *blank* reaction? Why do you get no suggestions or action, when you ask a broad question? The answer is that you will get no mental outlet from the other person until you *prime the mental pump.*

On the birthday present problem you might say, "Would you like a new pipe, or a spinning reel, or would you like a new smoking jacket?" By making specific suggestions, you are priming his mind, making it work, even though he may immediately reject all your suggestions. The water from the mental pump is beginning to flow because you have primed it with specific, tangible thoughts.

Exactly why the mind works this way is not known to us, but we do know that this *does happen.* We do know that we often do not get action unless we prime the pump—unless we use some type of springboard.

In the everyday work of systems and procedures our problem is to get a policy stated, a procedure written, an outline of duties spelled out, or a system proposed. Blank-mind and blank-paper complexes give just as much trouble in systems and procedures work as in social life, or anywhere else.

If you ask a man *to write a procedure,* or a *policy statement,* you are asking him to work. You have made life harder for him. You haven't provided specific mental suggestions that will prime his mental pump. Maybe the reasons for this phenomenon are that writing is *hard work.* Writing is tangible. It is creative.

On the other hand, think how much fun people have criticizing something somebody else has done! Even as you and I. Creating is work! Criticizing is fun! Therein lies your springboard. Let your man first be a critic and he'll help you create.

For instance, you see that a policy needs revision. Should you ask the man to tell *you* how the policy should be changed? *Never!* Instead you set up a springboard by drafting a policy statement, written as you think it should be. Write it, even though you have only the most meager information. Don't complain because somebody forgot to wire you in, or forgot to ask you to a meeting. Your draft may be completely "out of the ball park," but don't worry about that.

That draft is a springboard to action! Offer it to the man for his approval. Why? Because you are offering him something that he can take and quickly mold as he wants to mold it. You are offering him something tangible. Even though he may tell you that you are about 100% wrong, you have primed his mental pump. His thinking machinery will go into gear and come up with an alternate to replace your off-base suggestions.

He sees your miserable effort—always of course, in typewritten form, and as a rough draft—and flinging his critic's cloak across his shoulders, he says, "Ah, this poor fellow needs my help. I'll show him how to do this." So he reaches for a blue pencil and begins to scratch out words and paragraphs. He begins to put in additions, changes and new ideas. His mental machinery is now in high gear. Your springboard did it.

He may even secretly think: "This is pitiful. I'll have to fix it up to keep the systems fellow from getting clobbered with this ridiculous draft." You are playing the humble role, and other people like it. They are playing the supe-

rior role, and they like that. You prepare and serve something to him that you hope he will like.

He is a critic. He is the authority. He passes judgment on the miserable attempt that you have offered him. He alters and improves your writing and, by so doing, you get a good policy statement which is what you wanted in the first place.

Sometimes systems and procedures engineers make mistakes purposely, putting in one or two off-the-beam passages just to give the critic a chance to correct. But there is another advantage to the springboard draft. When you get policies and procedures written by various people in this manner, you'll notice that the procedure has become *their* procedure, and the policy has become *their* policy statement. It is no longer yours. This, they like.

The corrections that your man makes are not always comma changes, either. If you are dealing with a man who *knows* the operation, he will be able to insure that you get a final statement that really applies—a policy that is really sound.

Still another advantage to having your springboard draft worked over is that it leads to teamwork. Our systems objective is to get a procedure or policy written that everybody will agree to. Most men will find it impossible to say that they can't follow policies or procedures that they themselves wrote—or re-wrote.

Perhaps the messed up pages that you brought around for coordination have completely lost their original author's identity *but they have served their purpose.* Those drafts have become a springboard for action. And that is what you were after—A-C-T-I-O-N!

Try this technique in your day-to-day operation. Avoid the blank mind. Avoid the blank white paper phenomenon that stops action. Use the springboard technique. It almost always results in coordinated action. It results in agreement among several people who are involved in a policy or procedure.

Always go out with a paper in your pocket before you talk to anybody about anything. Maybe you won't need it, but often you will. That paper can be your springboard to action.

"The clock, Mr. Evans! The clock! IT'S STOPPED!"

WEBSTER

QUALITY CONTROLLED DUPLICATING SUPPLIES FOR EVERY OFFICE NEED

CARBON PAPERS
Typewriter, Pencil, Pen, Transfer, Blueprint, Billing.

SPIRIT PAPERS AND MASTER UNITS
for both spirit and hectograph duplicating processes.

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for correspondence, spirit duplicating, photo and offset work.

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for every type of adding, accounting, tabulating and addressing machine.

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ACCESSORIES
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F. S. WEBSTER COMPANY
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For More Information Circle No. 225

How Progress Is Reported In A Forms Control Program

RAY MARIEN
Manager, Forms Control and Procedures, Olin Mathieson Chemical Corp., New York.

UNDER OUR decentralized forms control program each individual location forwards its results monthly to the headquarters unit. There are now six local units servicing most locations in our corporation and we anticipate the addition of at least two more forms units in the near future.

These units send in monthly progress reports which are prepared on standard forms to assure uniformity in presentation. These figures are then combined by the corporate unit into a consolidated progress report which is presented to management each month. Primarily, we are interested in the dollar savings involved. Secondarily, we are concerned with possible clerical savings. If this seems to be the reverse of the popular theory that the purchase price of printed forms represents only one-tenth or one-twentieth of their actual costs, it nevertheless represents our thinking on the matter.

We believe a forms control program should bring out such details as clerical savings, but only in their true light. They are potential savings and should be treated as such. The *real* success or failure of the program should depend on three other things:

1. Is it performing a valuable and timely service?
2. Is it succeeding in the standardization and elimination of forms?
3. Is it saving money in the purchase costs of forms?

In a decentralized program, these facts must be gathered and submitted to management regularly as evidence of the progress of the units toward their common goal.

Let us examine a typical monthly status report (see Fig. 1). This was sent in by one of the units and covers the month of April, 1956. You will see that they processed 225 forms requisitions during the month, of which they revised 64 and drew up seven new ones. Thus, 30% of the forms they handled were "standardized."

Under "new forms," they show four for the month and 239 to date. The latter figure is large because this unit designs forms for four new divisions. Normally, the number of new forms should be the most closely watched figure in a forms program. However, there are and have to be, broad exceptions to this rule. In a rapidly growing, highly diversified company, such as Olin Mathieson for example, new forms cannot be avoided.

There are two rather obvious reasons for this. First, diversification to the extent of adding new products means that few if any of our present production forms can be utilized. New products mean new forms. Second, the creation or addition of new divisions with different addresses and separate identities naturally causes new forms to be drawn up. The advertising value of trade marks, individual letterheads and other externally used forms must be considered. Existing forms cannot be sub-

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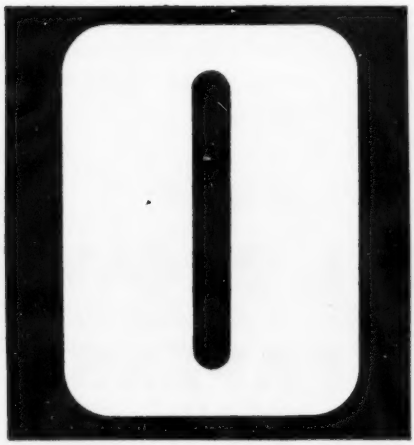
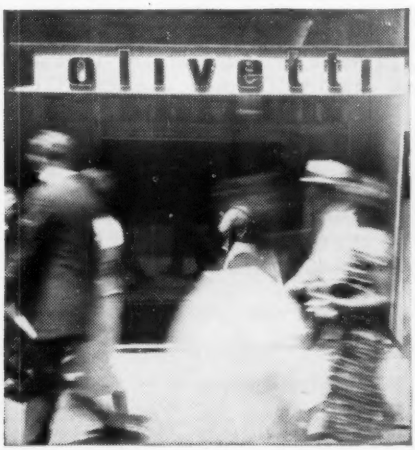
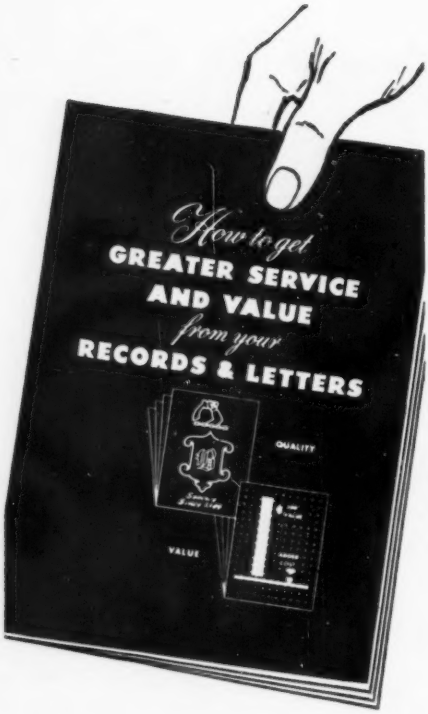
The author described how the program itself works in THE OFFICE, April, 1956, page 78: *Decentralized Forms Control for Decentralized Offices.*

The Olivetti Automatic Carriage Printing Calculator calculates, prints desired figures on business-forms, moves to the proper columns—all automatically. Performs a series of selected operations; the series can be quickly changed; each individual operation can be varied in 173 ways. With platen split, it also prints on tape. Write Dept. HY, Olivetti Corporation of America, 580 Fifth Avenue, New York 36, New York.





For More Information Circle No. 268



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For More Information Circle No. 252

FORMS CONTROL AND PROCEDURES
MONTHLY STATUS REPORT
OM-93

INSTRUCTIONS: Prepare in quadruplicate. Submit original and one to New York, triplicate to regional comptroller and retain fifth copy.
NOTE: Actual dollar savings (item 7) should be explained on form OM-93. Estimated clerical savings (item 8) on form OM-94.

PROGRESS REPORT #7

LOCATION OF UNIT

MONTH OF April 19 56

ITEM	WORK PERFORMED	THIS MONTH	TO DATE
	FORMS CONTROL		
1	NUMBER OF FORMS REQUISITIONS PROCESSED	225	1,784
2	FORMS PROCESSED WITHOUT CHANGE	157	1,125
3	FORMS REVISED	64	420
4	NEW FORMS	4	239
5	% OF NEW OR REVISED FORMS	30%	27%
6	FORMS ELIMINATED	4	126
7	TOTAL SAVINGS EFFECTED IN PRINTING COSTS	$ 5, 605.99	$ 11, 319.47
8	ESTIMATED SAVINGS IN CLERICAL COST	$ 793.00	$ 793.00

PROCEDURES

PENDING	IN PROCESS	ISSUED THIS MONTH	ISSUED TO DATE
2	7	-	9

REMARKS

In the last three months we have set composition for and published three books:

Book on Report Writing - 100 pages

Chemicals International Hand Book - 90 pages

Three telephone listings - 46 pages

This lowered our ratio of new or revised forms for the first three months of the year.

SIGNATURE

DATE April 30, 1956

Fig. 1.

stituted.

The number of forms processed without change depends entirely on how much lead time is involved and the relative importance of the forms to others coming up. These factors directly affect the monthly performance ratio.

Actually, the fact that a form is proc-

FORMS CONTROL AND PROCEDURES
ESTIMATED CLERICAL SAVINGS
Form 3-1

INSTRUCTIONS: Prepare in quadruplicate and distribute as indicated on Form OM-62

FORM NUMBER	TITLE	ANNUAL USAGE (Sheets, sets, etc.)
XX - 717	Purchase Order	20,000 sets

(OLD) BRIEF DESCRIPTION OF OPERATIONS	(NEW)
1. 8-part purchase orders were pre-collated sets without carbons. Each time a P.O. was typed the girl had to insert 7 carbons, type the order, then take out the carbons. 2. In addition, the form was drawn up in such a manner that the address had to be typed on a regular envelope. 3. 20,000 P.O.'s written per year.	1. 8-part snapout continuous form used, with pin-feed positioning device on typewriter. 2. Form positioned so window envelope could be used.

	NATURE OF EACH STEP PERFORMED	NO. OF TIMES PERFORMED	X	TIME PER OPERATION	=	TOTAL ELAPSED TIME	X	RATE PER HOUR	= COST OF OPERATION
OLD	1. Inserts 7 carbons in set. (20,000 sets)	140 M	X	.0014 hrs.		196 hrs.	X	$1.50 hr.	$294.00
	2. Removes set from machine.	20 M	X	.0004 hrs.		8 hrs.	X	1.50 hr.	12.00
	3. Inserts set in typewriter, brings to typing position.	20 M	X	.0028 hrs.		56 hrs.	X	1.50 hr.	84.00
	4. Takes 7 carbons out of set. (20,000 sets)	140 M	X	.0014 hrs.		196 hrs.	X	1.50 hr.	294.00
	5. Inserts, types and removes envelope.	20 M	X	.0040 hrs.		80 hrs.	X	1.50 hr.	120.00
						TOTAL OLD COST			$814.00
NEW	1. Presses release positioning new form.	20 M	X	.0002 hrs.		4 hrs.	X	$1.50 hr.	$6.00
	2. Tears off typed form.	20 M	X	.0002 hrs.		4 hrs.	X	1.50 hr.	6.00
	3. Snaps set apart.	20 M	X	.0003 hrs.		6 hrs.	X	1.50 hr.	9.00
						TOTAL NEW COST			$21.00
		TOTAL SAVINGS				⟹			$793.00

REMARKS (Use other side if necessary)
Labor saving form has helped employee's morale.

DIVISION | LOCATION | SUBMITTED BY (Signature) | DATE

Fig. 2.

essed without change does not mean it merely passed through the department in rubber-stamp fashion. Often, full specifications have to be written. Perhaps the paper stock will be downgraded. This is not considered a redesign, but it results in a saving nevertheless.

Let us touch briefly on item 8 in Fig. 1. This area is for listing the clerical cost savings. This phase of the pro-

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For More Information Circle No. 165

Fig. 2.

FORMS CONTROL AND PROCEDURES

ACTUAL DOLLAR SAVINGS REPORT

OM 93

INSTRUCTIONS: Prepare in quadruplicate and attach as a supplement to form OM-83 Itemize all dollar savings realized

LOCATION	MONTH OF	PAGE	OF
	April 19 56	1	2

FORM NUMBER AND DESCRIPTION	COSTS FORMER	COSTS PRESENT	SAVINGS	EXPLANATION
SD-583A - Salesman Order form. Three part N.C.R. form. Total annual usage 225 M.	$18.51/M Total $4,164.75	$10.95/M Total $2,463.75	$1,701.00	This form has been changed to a carbon interleaved snapout form.
SD-583A - Salesman Order books. Four part N.C.R. form, bound in books, total annual usage 600 M.	$24.40/M Total $14,640.00	$19.00/M Total $11,400.00	$3,240.00	This form has been changed to a carbon interleaved snapout form bound in books.
SD-118B - Guide Formula. Pre-printed ditto masters. Annual usage 2,300.	$190.21	$62.91	$127.30	This has been changed to pre-printed mill run paper masters, printed on our own multilith equipment.
SD-514 - Granulation Ticket. This was printed letterpress. Annual usage 24 M.	$71.48	$27.90	$43.58	This is now printed on our own multilith equipment.
LD-1038 - "Lentheric Statement". This was a fan fold constructed form. This order was for 24M.	$765.50	$672.50	$93.00	The construction has been changed to a snapout form.
SD-530 - "Merit Rating" form. This was printed letterpress on 75% rag paper. Annual usage 6 M.	$47.16	$22.96	$24.20	This form is now printed on our own multilith equipment on #1 sulphite 16# paper stock.
SI-685 - Was printed letterpress in brown ink. Annual usage 5 M.	$80.55	$32.00	$48.55	Now printed multilith in black ink.
9½ X 12½ first class Brown Kraft, 28 sub mailing envelopes with clasp and glue flap.	$13.90/M 40 M $556.00	$11.70/M 40 M $468.00	$88.00	Now only a gummed flap.
TOTAL SAVINGS				$ 5,365.63

ISSUED	DATE
	April 30, 1956

Fig. 3.

gram is new. The cumulative figures are *not* shown on the combined report. However, each particular saving is itemized on a special report (see Fig. 2) which is sent in along with the monthly summary. These reports may furnish worthwhile ideas which can be used elsewhere in the corporation. As mentioned above,

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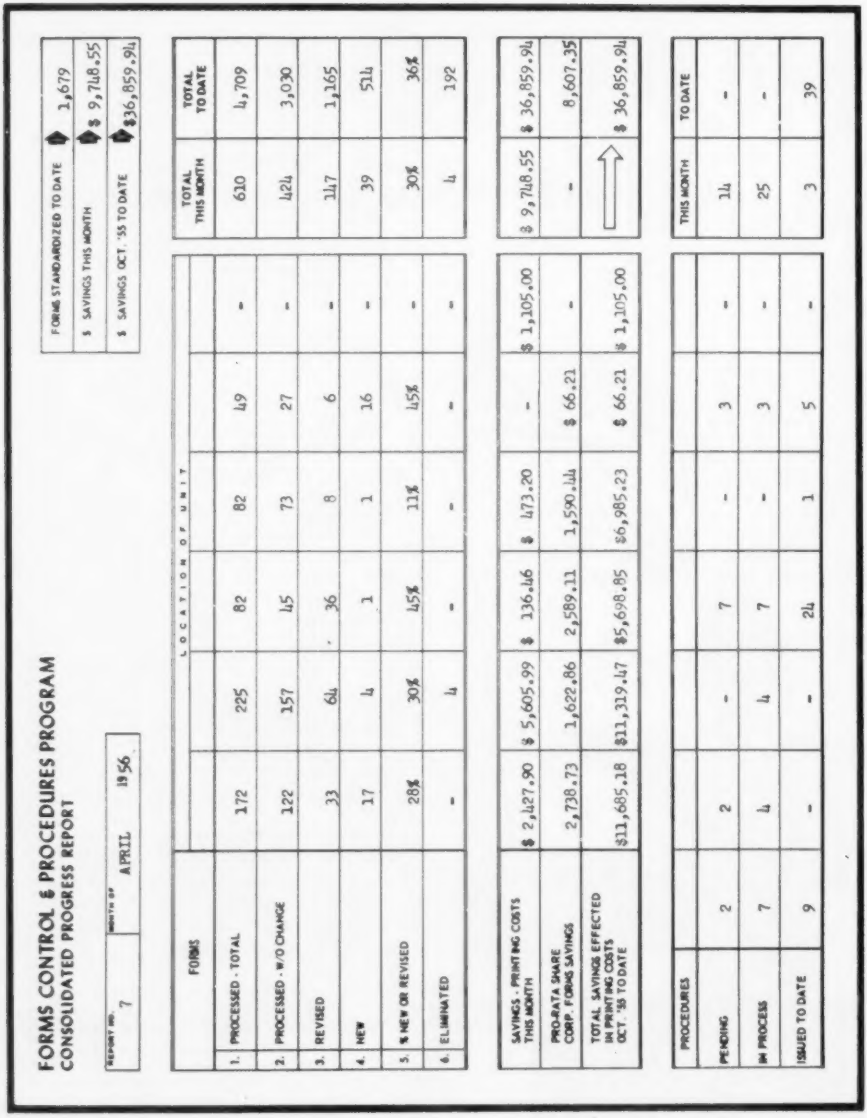


FORMS CONTROL & PROCEDURES PROGRAM
CONSOLIDATED PROGRESS REPORT

REPORT NO. 7 | MONTH OF APRIL 1956

FORMS STANDARDIZED TO DATE	1,679
$ SAVINGS THIS MONTH	$ 9,748.55
$ SAVINGS OCT. '55 TO DATE	$36,859.94

FORMS	LOCATION OF UNIT					TOTAL THIS MONTH	TOTAL TO DATE
1. PROCESSED - TOTAL	172	225	82	82	49	-	610	4,709
2. PROCESSED - W/O CHANGE	122	157	45	73	27	-	424	3,030
3. REVISED	33	64	36	8	6	-	147	1,165
4. NEW	17	4	1	1	16	-	39	514
5. % NEW OR REVISED	28%	30%	45%	11%	45%	-	30%	36%
6. ELIMINATED	-	4	-	-	-	-	4	192

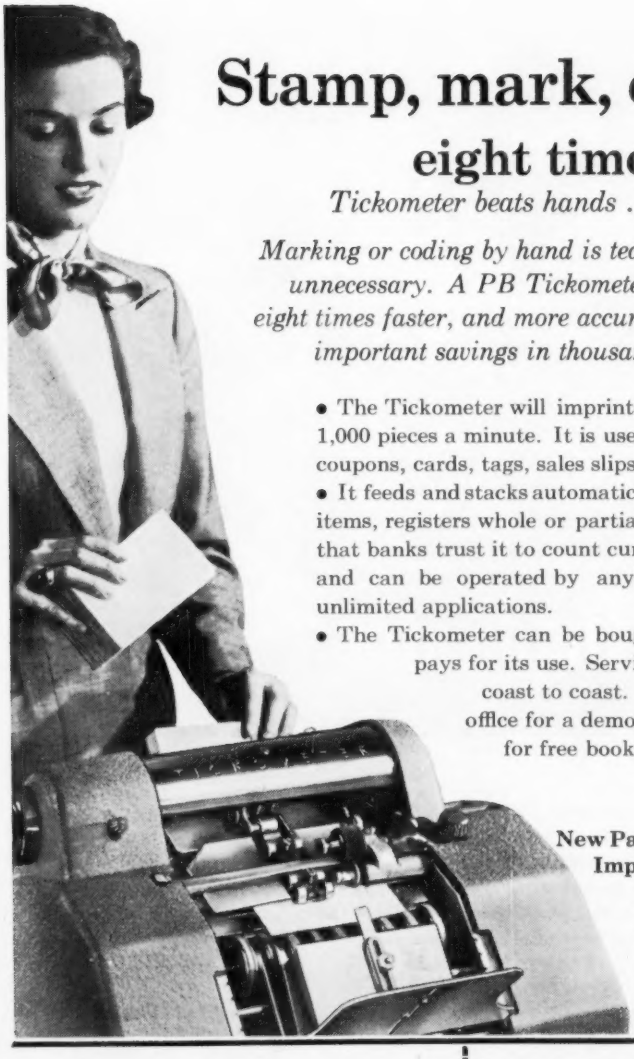
SAVINGS - PRINTING COSTS THIS MONTH	$ 2,427.90	$ 5,605.99	$ 136.46	$ 473.20	-	$ 1,105.00	$ 9,748.55	$ 36,859.94
PRO-RATA SHARE CORP. FORMS SAVINGS	2,738.73	1,622.86	2,589.11	1,590.44	$ 66.21	-	-	8,607.35
TOTAL SAVINGS EFFECTED IN PRINTING COSTS OCT. '55 TO DATE	$11,685.18	$11,319.47	$5,698.85	$6,985.23	$ 66.21	$ 1,105.00		$ 36,859.94

PROCEDURES							THIS MONTH	TO DATE
PENDING	2	2	-	7	-	3	-	14	-
IN PROCESS	7	4	4	7	-	3	-	25	-
ISSUED TO DATE	9	-	-	24	1	5	-	3	39

Fig. 4.

these savings are considered secondary to actual dollar savings in forms costs. They are included in a special report to management which is made out semi-annually and shows unit status in all fields of forms control.

The dollar figures shown in item 7 are itemized on a separate form which is attached to the report (see Fig. 3). Here each cost saving is broken down



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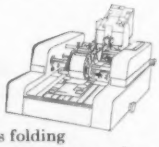

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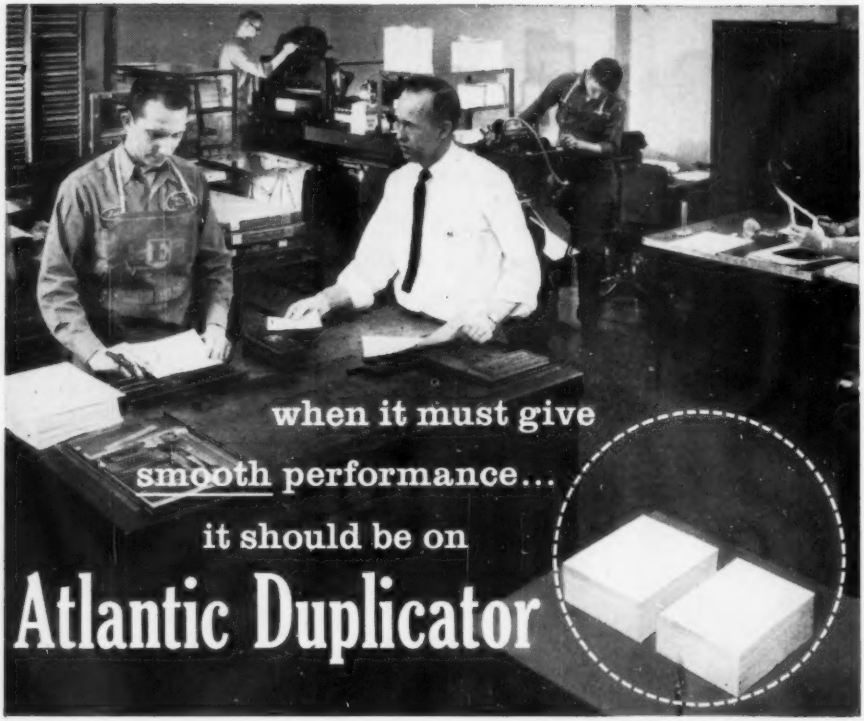

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For More Information Circle No. 234

carefully so it can be easily understood. If the particular saving is unusually good, or hits upon an idea which can be applied elsewhere in the corporation, the case in point is then relayed to the analysts at those locations.

An example of this took place recently at our New Haven location. Our forms analyst there discovered that a production report form with heavy usage was being prepared on a spirit duplicating master. As only a few copies were required, he converted this to a snapout, with the using department's approval. This resulted in an annual savings in forms cost alone of over $1,300. On top of that, management received the reports sooner, and the time and labor of duplication were eliminated. As there is a similar operation at East Alton, this idea was transmitted to the analyst out there for action.

The corporate forms control unit acts as the clearing house for these ideas and at the same time originates the work on the consolidation of local forms into corporate-wide "standard" forms. Once the standard has been arrived at and channeled to the local units, they have to do the selling job at their own locations. The success or failure of the consolidation depends heavily upon their abilities.

Naturally enough, the largest savings in forms cost are usually made through consolidations. For instance, several locations were using a material receipt form which was a four-color set, 8½" x 11", hand collated and padded. It was hand-stuffed with carbon prior to writing. It was printed in quantities totaling 120,000 sets a year.

We redesigned it half-size, set it up as a snapout set and ordered it from one source, as a corporate form. The savings in printing cost alone amount to over $2,300 annually. To augment this, we have the clerical savings involved through the elimination of the hand-stuffing and decollating of carbons. The girls concerned with the preparation of these forms are happy with the new one.

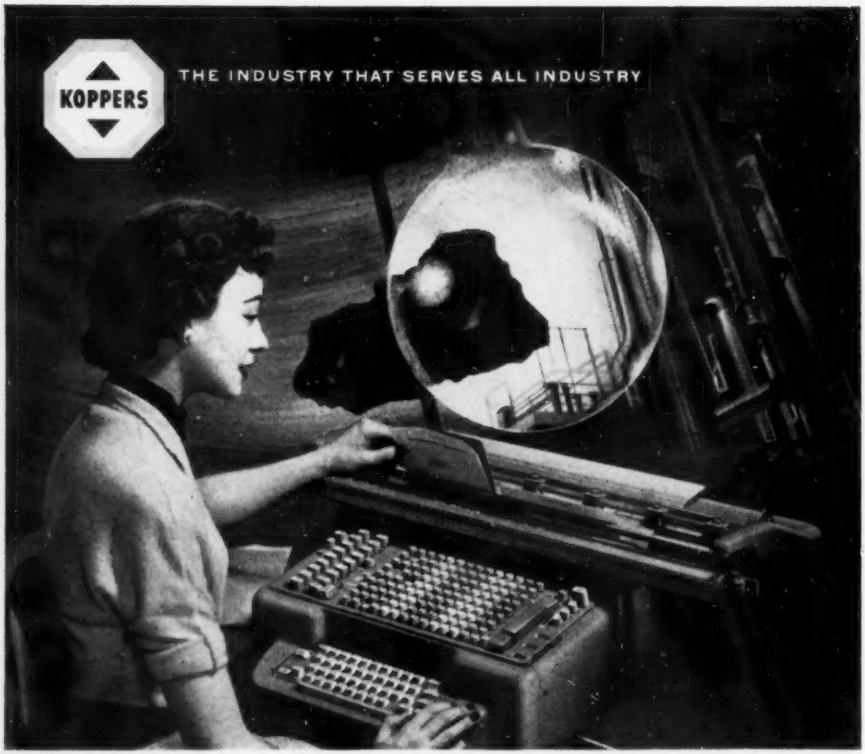
Through such a simple idea as combining bills of lading for more economical printing runs, our Baltimore unit saved over $3,000. The Brooklyn unit came in with $2,100 savings on the same sort of thing.

Each of the local units does a creditable job in its own right, realizing at the same time that the corporate unit is working for them and assisting them in obtaining savings. An example of this is our pro-rata method of distributing consolidated savings. For instance, our inter-office memo was established by the corporate unit and accepted as standard by the local units. The annual saving obtained through the long run order comes to over $3,000. This saving is then distributed proportionately among the using locations, by form usage, as shown in Fig. 4.

If a unit takes 20% of the total run during a year, they get 20% of the total saving. The important thing here is the fact that the local unit shows this dollar figure on its monthly report. It thus becomes their saving. And why not? They did the selling, although the central group initiated the move.

After the local units have reported their monthly results to the corporate unit, the latter then prepares the consolidated report (Fig. 4). This report is sent out with a covering letter to all concerned. The letter highlights the month's activities and acknowledges the outstanding achievements of one or more units for that month.

Our consolidated progress report has stimulated friendly rivalry among the units and, thus far, each one of them has come up with individual performances that merited special mention. They are all doing top notch jobs in their phase of the corporate program. We are aware of this at headquarters. We know that the sum of all the parts equals the whole. Consequently, we do all we can to encourage and assist the men at these local units. This cannot be stressed too strongly for it is the basis of a sound, productive, decentralized forms control program.



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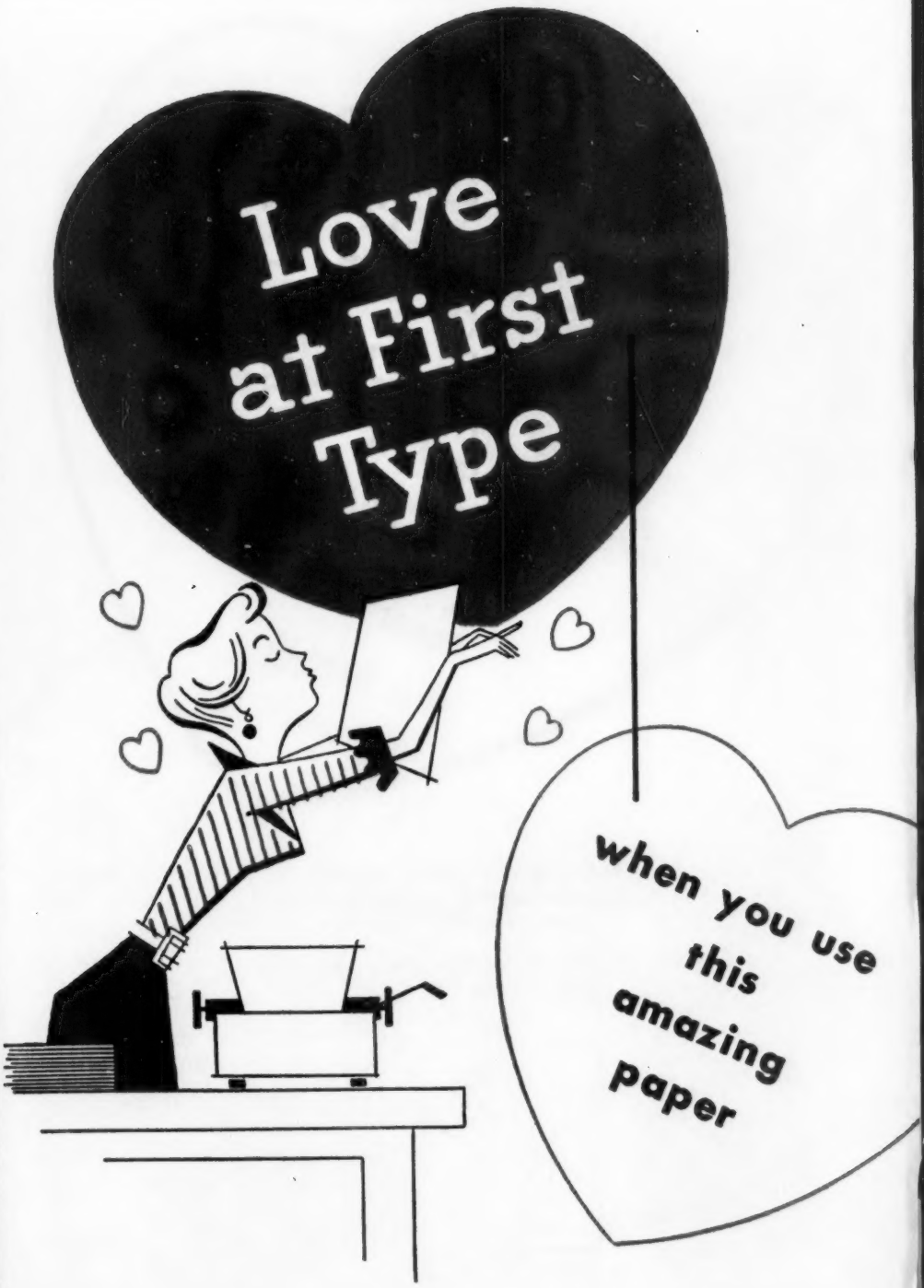
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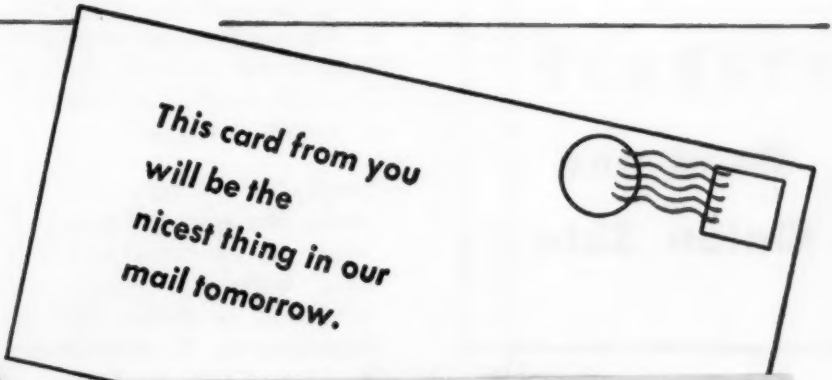

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☐ Please send me a free sample book showing the complete line of Millers Falls Ezerase.

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This is a sample of Millers Falls Ezerase Bond, White, Substance 16, Cockle Finish.

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MILLERS FALLS PAPER COMPANY

Millers Falls, Massachusetts

Collecting Small Past-Due Accounts

L. ROY CHRISTIE
Secretary-Treasurer, United Oil Corp., Columbus, Ga.

WE HEAR a lot about selling: the approach, leading the customer in the conversation, and closing the sale. This is all good, but the sale is never completed insofar as the business is concerned until the cash is in the drawer. Making the sale and granting credit are important, but most important following merchandising is the collections.

There are only four ways to collect an account: by sending a collector, by telephone, by mail, and by suit. Some concerns use collectors, especially those handling time payment accounts. This is admitted to be the best and most effective method of collecting an account. But the trend of business has been getting away from this method of collecting, with the exception perhaps of those concerns that cater to all classes of trade. Therefore, on slow and delinquent accounts, it is up to the credit department either to telephone or write such an account, putting it all in one word, "dunning."

The more you know about each delinquent account or customer (habit of paying, financial and moral background) and the phraseology you use in bringing it to their attention, either by telephone or letter—the more success you will have in getting them to pay the account and still retain their good will.

To give these past-due accounts proper attention, you should have a constant reminder, divorced from your accounts receivable department, so that you can operate independently without the accounts receivable department being disturbed. This constant reminder can be either a card system or on a columnar form showing the amount owed and how much paid. A columnar form requires less handling time. The amount owing on the first of the month should be posted to this sheet. Amounts paid on account are posted daily. This can be done by you or your secretary from your cashier's records. This constant reminder keeps you familiar with the standing of each account, so that you do not overlook any. By keeping the sheet before you all the time, it will serve as a "booster" because, after a while, you will get tired of looking at the same past-due account and make up your mind to get it paid.

To use this constant reminder successfully, follow this three-point procedure:

1. Between the 10th and the 15th of the month following purchases, go through it and mail second statements of accounts showing date and amount due to those who haven't paid by the 15th.

2. Between the 20th and the 25th of the month, go through your constant reminder and write down the names and amounts of all accounts that haven't been paid. Study this list and, if you think it advisable, either telephone them or have someone else telephone or see them. Work on this until the end of the month. Employ a female clerk with a pleasant voice. Instruct her to get the party and say, "The (company) is calling in regard to your account." This puts the debtor on the spot. They won't show anger to a lady, and are forced to give some kind of answer which is taken down by your clerk who says, "Thank you," and hangs up.

This list of names and their answers are turned over to you for study, and to see if the promises are fulfilled. Some will do as they say, but the professional put-offs will tell you something they have no intention of fulfilling. For instance, some will say, "I'll mail you a check today," just to get rid of you and then intentionally forget it.

The way to corner them and get action, is to wait a few days and then

you telephone them and say, "The check which you mailed to us (*date*) must have gotten lost in the mails and we are calling you so you can notify your bank to stop payment on the original check and issue a duplicate." This will bring a retaliation by the debtor but regardless of what is said, offer to "help" the debtor by sending for the check or payment. This will force him to commit himself by making a direct statement of agreement which you can follow up and see that it is carried out according to such agreement.

3. After the first of the succeeding month, when you prepare the daily routine for the next month, get your list out again and start working on it until each account is paid. This carry-over list is the one you want to concentrate on, because it contains the oldest unpaid accounts. You have used every device you know to get the account paid amicably as outlined above, so now you are at liberty to use any means possible to force immediate and prompt settlement on any balance.

You might prefer to start off with the suggestive approach. Have a check printed such as the illustration below. Fill in all of the check except the bank name and signature. Note on the back of check there is printed space for address of the debtor. Attach a business reply envelope to the check and mail it to the debtor. This filled-in

CHECK NO._____ DATE_____194___

BANK NAME_____

COLUMBUS, GEORGIA

WILL PAY_____ $_____

TO THE ORDER OF → UNITED OIL CORPORATION
1211 FIRST AVENUE
COLUMBUS, GEORGIA

FOR_____

ENDORSEMENTS

_____

_____

COLUMBUS, GEORGIA

The front and back of the check (on safety paper) which is filled out and sent in a window envelope to the delinquent account.

We've got a lovely new RED HEAD in our ERASERSTIK family

EraserStik—the greatest improvement in erasers since the invention of rubber—proudly introduces a new member of the family . . . #7066 and #7066B.

Like its daddy, our new baby has a gleaming white finish—but the rubber stock is RED, the brush is RED and the imprint is RED.

Our new REDHEAD is designed for those who prefer a soft red typewriter eraser that's *handier and more convenient than the circular styles.* Excellent for originals or carbons. It completes our service on pencil-shaped erasers.

You have your choice—7066 and 7066B for your customers who prefer a red eraser—and 7099 and 7099B, those perennial popular standbys with the grey rubber, blue brush and blue imprint.

The price is the same. So is the sales impact. Packed in displays or ½ gross units. Don't wait for your A.W. FABER-CASTELL salesman. For prompt delivery, mail your order *today.*

A.W. FABER CASTELL PENCIL CO.
NEWARK 3, N. J.

PEOPLE GO FOR THE BRAND THEY KNOW

For More Information Circle No. 214

check has the same purpose as a statement of his account, and eliminates the excuse of not having a check. The business reply envelope eliminates the excuse of not having an envelope or a stamp. The suggestion, of course, is for them to put the name of their bank in the space provided, sign the check, put it in the envelope and mail it to you. This is very good for individual purchases, and is also good for commercial accounts in some instances.

How Much Are You Paying for Water?

WILLIAM J. MAYS
1st Vice President, Cordley & Hayes, New York

HOW MUCH does it cost you to supply your employees with drinking water? Otherwise cost-conscious executives often will reply that they don't know, or they'll wave the question off, saying, "Water's free," or, "It's included in the rent."

Actually, the costs can be substantial, particularly when the water supply is not strategically located and especially when it's out of sight in a washroom or other "behind-doors" location. These costs can be cut to a minimum simply by reducing the walking distance between employees' work places and their drinking water supply. It's that daily parade to and from the water supply that costs money.

We have worked up a simple formula to figure just how much the parade costs and how much you can save by relocating your office or plant water supply. You'll find that you will profit in terms of improved employee morale, better employee relations, increased efficiency and output.

Measure the average distance from workers' desks or benches to your present water supply. The average worker, our studies have shown, takes four water breaks per day, so he walks the distance you have just measured eight times. Our studies also show that he walks an average of 320 ft. per minute. Therefore, if your water supply is 75 ft. from this worker, he'll spend two minutes a day (distance multiplied by eight and divided by 320) just walking back and forth to get a drink of water. When you multiply this figure by the number of employees and by the average number of days they work a year, you'll find you have a pretty big figure.

Remember that the two minutes a day is for *walking time alone.* If your water supply is in some out-of-sight place where workers can engage in idle conversation and loitering, be prepared to add on another five or ten minutes or even more.

Here's how our formula looks when it is written algebraically—taking all the variables into account:

$$\frac{E \times W \times Y \times (D \times 8)}{320 \times 60} = \text{Annual cost in dollars for walking time alone.}$$

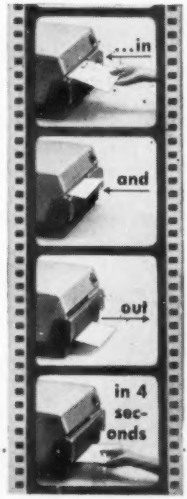
E is the number of employees.
W is their average hourly wage rate.
Y is the number of days they work a year.
D is the average distance from their work to water supply.
8 is the average number of daily water breaks (four round trips).
320 is the average number of feet walked per minute.
60 is the number of minutes per hour.

Let's see how the formula works out in a typical example where drinking water is supplied for 50 employees whose average wage is $1 per hour and who work 240 days a year. Figuring on the basis of a 75 ft. average distance between employees and water supply, we find that the daily parade is costing the employer about $375 a year for walking

Reports copied in 4 seconds!

No chemicals! No negatives!

Now! Do 90% of your office copying with the THERMO-FAX "Secretary" Copying Machine. Exclusive All-Electric process is entirely dry . . . eliminates all chemicals, negatives. You copy original material right when you *need* those copies most for as little as 4½¢ per copy. Send for details now.



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Minnesota Mining & Manufacturing Company
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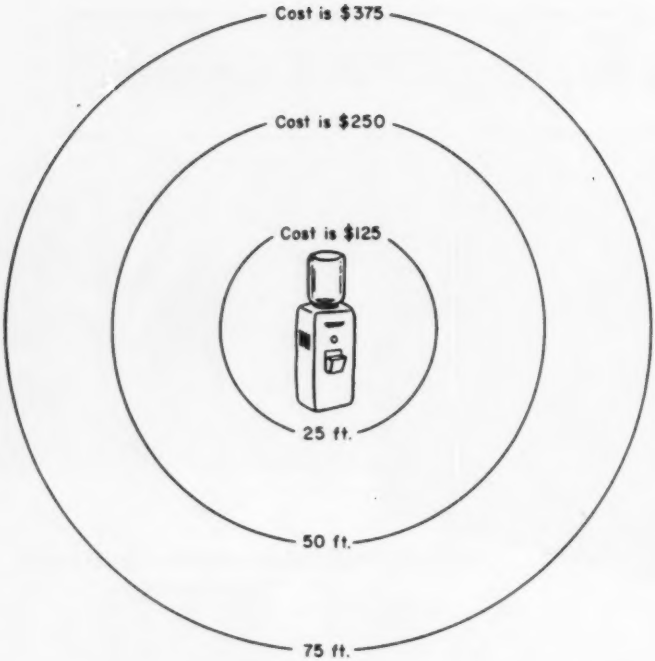
For More Information Circle No. 184



Costs increase as the average distance from workers to drinking water increases. Money can be saved by the strategic location of watercoolers.

time alone. The actual cost, adding in time lost in behind-doors conversation and loitering may well hike the cost to around $1,000.

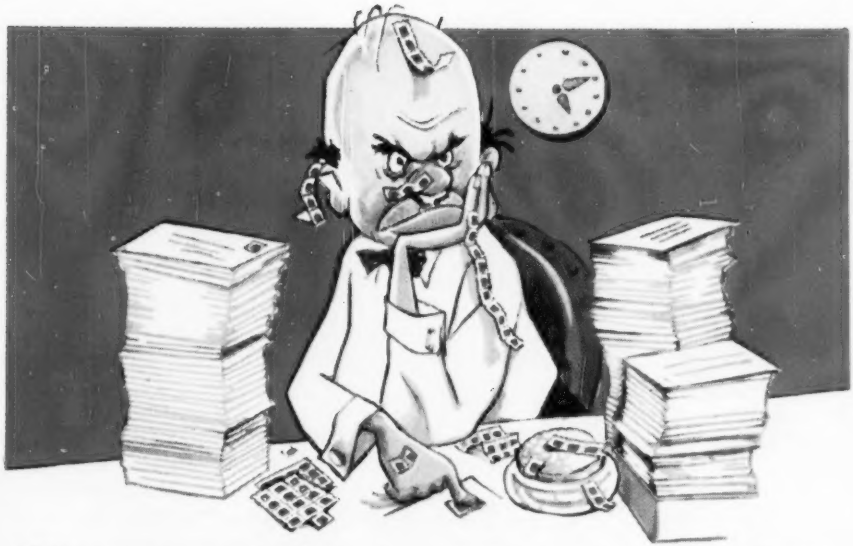
It should be evident that big savings are possible by simply locating a water cooler in sight, regardless of the distance travelled to reach it. But getting back to our example you can see that the same cooler located within 50 ft. would cost one-third less and save about $125 annually. If it is feasible to locate the cooler within 25 ft., as much as $250 can be saved. In instances where work places are widely separated and it is possible to locate a cooler or other water source within, say 50 ft. of all employees, the installation of a second water supply may solve the problem. Savings realized will quickly pay for another watercooler plus earning extra dividends in more productive time for many years.

There is no hard and fast rule that can be applied to watercooler locations but our experience shows that an attempt should be made to keep coolers within 50 ft. distance from the majority of the employees who will use it. If average distances run well over 50 ft., serious consideration should be given to a second, or a third, cooler.

Even within 50 ft. it would not be advisable to expect a cooler to efficiently serve more than 75 to 100 persons. In these cases, two smaller coolers, each centrally located and serving a smaller number of persons, will effect savings by eliminating crowding and waiting in line as well as by reducing walking time.

In planning a relocation or installation of a new water supply, keep supply lines and drain returns as short as possible. If extra and costly plumbing is necessary, you can use the formula presented here to estimate how long it will take the new installation to pay for it-

(Continued on page 231)



"I'm tempted...to get a postage meter!"

Miss Gottlebee is away this week. (Mumps!) But the mail must go out. J. P. Grieving, Branch Manager, has been licking and sticking stamps and envelope flaps all afternoon... So now we have another hot prospect for a DM, the desk model postage meter...

Today, *any* office—even the smallest branch—can afford the convenience and control of a postage meter. One DM user in 3 spends less than $1 a day for postage.

Thanks to the handy little, low-cost DM, you can print postage as you need it—any amount, for any kind of mail, including parcel post. And there's a moistener for sealing envelope flaps. You get the mail out in minutes.

The dated postmark, needing no cancelling, makes less work in the postoffice, so your mail can often catch earlier trains and planes. You can also print your own small ad on every envelope, if you like!

Your meter is set by the postoffice for the amount of postage you need. Your postage is protected from loss, damage, and misuse . . . automatically accounted for on visible registers.

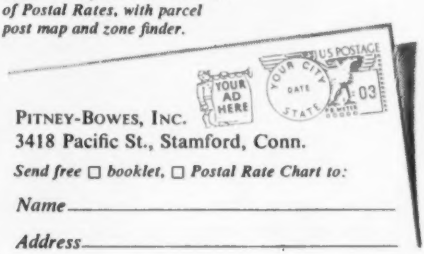
There are models, electric or hand, for every office. Ask the nearest PB office to show you. Or send coupon for free illustrated booklet.

FREE: *Handy desk or wall chart of Postal Rates, with parcel post map and zone finder.*

PITNEY-BOWES

Postage Meter

Offices in 94 cities in U.S. and Canada



PITNEY-BOWES, INC.
3418 Pacific St., Stamford, Conn.

Send free ☐ booklet, ☐ Postal Rate Chart to:

Name _____

Address _____

For More Information Circle No. 213

For More Information Circle No. 191

Check Your Postal Scales— They May Be Wasting Your Money

ARTHUR SANDERS

Executive Secretary, National Association of Scale Manufacturers, Washington, D. C.

IN MAILING parcels or letters, office executives are playing a peculiar kind of game which might be entitled, "Heads I Lose, Tails the Post Office Wins." Nobody ever heard of the post office granting a refund when too much postage was put on a package or envelope. On the other hand, all of us are familiar with the nuisance of "postage due."

The company making large mailings requires postal scales that are reliable. The post office is not going to let you put *fewer* stamps than required on the letter or parcel. If you do, you'll find one of two unpleasant things happening. The post office will either return the mailed item, resulting in a delay which could be highly inconvenient, or it might forward the item with postage due on it, which could prove embarrassing. You don't want to subject a customer or prospect to the petty annoyance of paying postage due on mail from you.

If your scale is worn and inaccurate and is causing you to put more stamps on your mail than are actually needed, it can amount to a very large loss. The scale inaccuracy has to be only a small fraction of an ounce for such losses to

THE ANNUAL ERROR COST OF A "FAST" MAIL SCALE WHEN IT OVERCHARGES INTO THE NEXT WEIGHT UNIT.

NUMBER OF OVERSTAMPINGS DAILY	EACH OUNCE		EACH POUND	
	6c AIR MAIL	3c FIRST CLASS	4c ZONES 1 & 2	7c ZONE 4
	LETTERS		PARCEL POST	
6	$90.	$45.	$60.	$105.
10	150.	75.	100.	175.
15	225.	112.	150.	162.
25	375.	187.	250.	437.
80	1200.	600.	800.	1400.
100	1500.	750.	1000.	1750.

Heavy duty letter and small parcel postage computing scale with weight indicated in half-ounces.

occur. An extra 3c-stamp on a letter can be the penalty for an error of 1/8-ounce or less, if the scale indicates over the ounce mark for a letter which actually weighs less. Suppose you are giving away an extra three cents on one-third of the items you mail. If you are doing any volume mailing at all, you can quickly pay for an accurate new postal scale and be a great deal of money ahead.

Not even the Post Office Department could estimate the annual cost of errors in excess stamps given up by the sender. It depends on a great many factors, difficult to evaluate. This we do know—it doesn't take many overweight pieces of mail in an average day to pile up to large sums annually. The sums are enough that offices with just a reasonable volume of outgoing mail can be equipped with reliable scales, paid for with the savings.

In the accompanying chart are shown the cost of just six to 100 overstamped

The Modern Adhesive for Modern Offices

CARTER'S Rubber Cement

STICKS CLEANLY
. . . excess rubs off fingers and paper in a jiffy!

SPREADS SMOOTHLY
. . . no "stringing" with Carter's. Smooth, easy spreading every time.

DRIES QUICKLY
. . . sticks fast, saves time. Pure, natural crepe rubber means stronger sticking.

ENDS WRINKLING
. . . even the thinnest paper will not wrinkle with Carter's Rubber Cement.

Available in tubes, 2-ounce and 4-ounce Brush-Cap Bottles, Pints, Quarts, Gallons and Handy Pint Dispensers!

Be smart as a kitten! Order Carter's Rubber Cement from your favorite source for stationery supplies.

CARTER'S

OTHER CARTER PAPER STICKERS PERFECT FOR OFFICE USE

Carter's Cico Paste
. . . the thinner you spread it, the better it sticks paper.

Carter's Mucilage
. . . a favorite for heavy paper sticking.

Since 1858 specialists in Fine products for Office, School, Home and Industry: Carbon Paper; Typewriter Ribbons; Adhesives; Stamp Pads and Inks; Duplicator Supplies; Writing, Drawing and Indelible Inks; Eradicators; Artist Colors; Marking Devices and Inks..

THE CARTER'S INK COMPANY, CAMBRIDGE 42, MASS.

Advertised in LIFE

For More Information Circle No. 212

Everybody LOVES fresh Linens...

(You *know* they do!)

. . . and as an alert office manager you realize that employees and visitors alike appreciate the hospitable touch of soft cotton towels in your washrooms. But did you know how really inexpensive it is to provide this comfort through LINEN SUPPLY SERVICE? It would pay you to check.

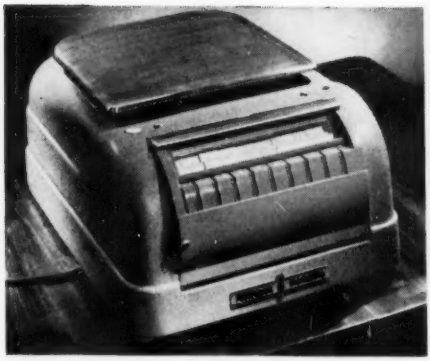
★ Call your LOCAL LINEN SUPPLIER (under "Linen Supply" or "Towel Service" in the classified phone book). Or write us for free descriptive booklet.

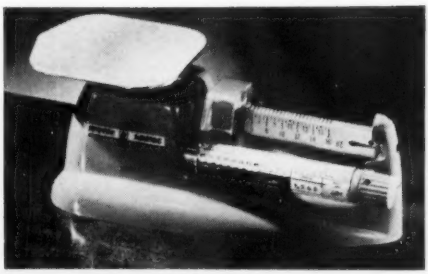
Linen Supply

Association of America and National Cotton Council
22 W. MONROE ST., CHICAGO 3

IN ANY BUSINESS . . . LINEN SUPPLY IS GOOD BUSINESS

For More Information Circle No. 179





Above: Scale with movable poise on beam. At left: Automatic 70-lb. parcel post computer with keyboard zone selector.

mail pieces each day for a 250-day year. The second and third columns show the error cost on first class air and surface mail; the last two columns are for parcel post at two typical zone rates. The unit weight (ounces and pounds) system of postage puts a tremendous double postage penalty on any very small scale error which computes the charge for the next highest unit weight. The system puts a premium on correct weights. It is a fact, though, that many offices are not scale-equipped to take advantage of this situation. They don't realize that a worn scale doesn't knock—it just goes right on showing incorrect weight indications.

The annual error cost would be staggering for an office with really large volume incorrect mailings, but for just ten a day at 3c each the annual cost is a sizable $75.

Unlike commercial scales which are used in buying and selling, postal scales are not subject to weights and measures inspections. A great many of them have been in use "since the Year One," without maintenance service. All too often they have been subjected to rough wear or abuse and are not nearly so accurate as they were when new.

A scale is just a mechanical device like anything else and is subject to becoming inaccurate with long or hard use. The inner mechanisms of scales are often built to the tolerances of a fine

Scale with fan-shaped computing chart, for letters and light parcels.

A 20-oz. and 3-lb. capacity letter scale.

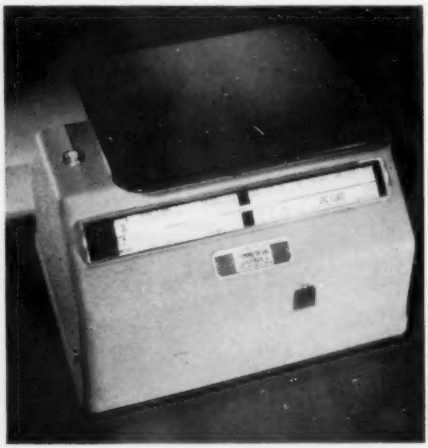
Package scale used in many small post offices.

watch. Often a thousandth or a ten-thousandth of an inch is not unusual. People who wouldn't think of abusing a watch will think nothing of dropping a huge, heavy parcel on a delicate postal scale and thus jar its sensitive innards out of alignment.

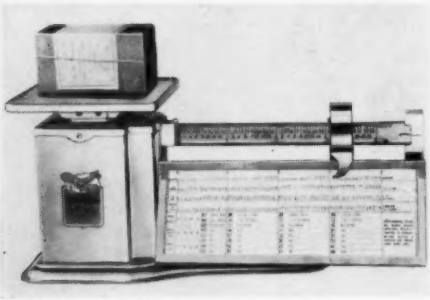
Here is a rule which all office people should observe themselves and make sure that their staff observes, too: Never *drop* heavy parcels on scales. It can cause maladjustment in a single stroke.

An inaccurate scale can be extremely expensive. It can quickly cost the company that owns it a lot more in giving away overweight than it would cost to buy a new scale. With first class domestice surface mail costing 48c a pound, it's not hard to see that a few cents on each item given away by fast (shows a higher weight than is actually on the platter) scales can mount up very quickly. This is especially true where mass mailings are made, where such errors are compounded hundreds or thousands of times. The amount the user has invested in the scale is literally peanuts to the cost of repetitive scale weighing errors.

Management is better aware of the role that commodity weighing errors play in business. Unquestionably, hun-



At left: A 30-lb. capacity all-purpose mail scale. Below: A 4-lb. beam type computing scale.



She's heard that "America does business on Nekoosa Bond." Now she knows why. Her typing looks crisp and clear, her letters are a joy to behold and erasing just doesn't show.

Why not make Nekoosa Bond *your* paper choice, too! Get all the prestige of a famous watermark—*plus* distinctive appearance and unusual durability. Your printer or Nekoosa paper merchant has it in your choice of a dozen colors—for letterheads, envelopes and most of your other business forms.

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PAPERS

NEKOOSA-EDWARDS PAPER COMPANY • PORT EDWARDS, WISCONSIN

For More Information Circle No. 210

dreds of millions of dollars are lost to buyers and sellers every year by weighing mistakes. Let me tell you a true story how losses on one single scale can amount to a half-million dollars in a year.

Speaking at a meeting of the National Scale Men's Assn., Fred Blumers, chief methods engineer of General Mills, remarked that if his company had a scale which gave as little as 1/8-oz. overweight on a package of breakfast food, the loss in a year from that one scale alone could amount to $100,000. If scales weighing packages of flour were to give as little as 1/2-oz. overweight per package, the loss could run to $500,000 a year for that scale alone, he said.

It's really money that your scales are weighing and, if they are not right, it's going to cost you money. Become "scale conscious," take care of your scales, inspect them regularly, and replace them when they are beyond economical repair,

Ever been embarrassed?

• By having your mail arrive at its destination "Postage Due"? Maybe annoying prospects and customers? Happens every day.

• A worn out, inaccurate mail scale can lose goodwill if it *underweighs.* And waste postage if it *over*weighs. Play safe with a Pitney-Bowes scale!

• A PB scale with high precision, automatic pendulum mechanism, registers instantly, gives the exact weight in fractions of an ounce.

• Big hairline indicator shows the postage required. Markings, widely-spaced, are easily read. Save time as well as postage.

• Six PB models, including a parcel post model up to 70 lbs. Ask the nearest PB office to show you. Or write for free illustrated booklet.

FREE: *Handy desk or wall chart of Postal Rates, with parcel post map and zone finder.*

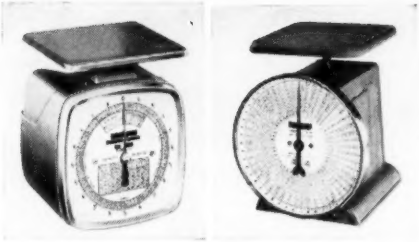
PITNEY-BOWES Mailing Scales

PITNEY-BOWES, INC., 3486 Walnut St., Stamford, Conn.

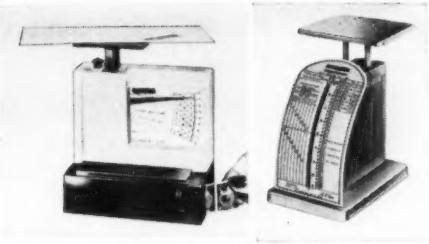
Made by the originators of the postage meter . . . offices in 94 cities in U.S. and Canada.

For More Information Circle No. 303

COLE'S ALUMINUM "POSTURE" CHAIRS



A 4-lb. scale for small items and a 50-lb. package scale.



Scales for letters and small packages with computing charts.

and you will be money ahead. Ignore the scales and trust to luck that they are functioning properly, and the profits which the scales should be protecting will be turned to losses.

The scale is tremendously important to your business. Your internal accounting is often done on the basis of weights of raw materials received in the plant and finished products shipped out. If there is a sizable error due to weighing, your accounting can, of course, be no more accurate than your scale.

Weighing plays an important role in other areas, too. Wages for piece work are often paid on the basis of weight, goods are produced and "batched" by weight, taxes are paid by weight and many other operations likewise depend upon accurate scales.

If you would like to play an amusing little game with yourself, try to think of something that has not been weighed at least once in its production or manufacture. We do not think it is possible. One of the challenges scale men like to make is to invite anyone to name anything that man eats, uses or wears, that has not been weighed along its course. So far, nobody has been able to name such an item. *Your* business does business by weight. *Your* company's profit and the success of your product may well depend upon the accuracy of your weight determinations.

A parcel post scale, made by John Chatillon & Sons, in the Chinatown branch post office, New York.

A platform package scale. Dial can be locked and read after a large package is removed from platform.

COLE'S ALUMINUM "POSTURE" CHAIRS

No. 2550

Scientifically designed for the utmost in comfort. Corrects improper posture, eliminates office fatigue. The last word in impressive beauty. Foam rubber upholstered in Du Pont's famous "Fabrilite."

10 EXCITING COLORS

Granite Gray, Oak Leaf Green, Sapphire Blue, Wine, Brown, Saddle Tan, Terra Cotta, Coral, Russet, Apple Green.

The "EXECUTIVE" Arm Chair No. 2550

Truly impressive. Brushed aluminum, satin smooth frame and base. Tilt seat with adjustable tension and adjustable height. Swivel ball bearing casters. Seat size, 19½" x 17½" x 2⅝". **$79.50**

Junior "EXECUTIVE" Chair

Same as above but made of steel instead of aluminum. Upholstered in 4 colors: Brown, Green, Gray and Wine.
No. 2825 **$59.95**

No. 2610
$54.95

The "SALESMAN'S" Chair No. 2610

Rugged, lifetime construction. All aluminum frame. Flex spring cotton padded seat, 19" wide, 17" deep.

Steel frame instead of aluminum. No. 2626 **$44.95**

No. 2810

The "SECRETARY" No. 2810

A spring back, comfortable chair, aluminum frame. Thick foam rubber cushion. Adjustable seat height. One piece drawn base, smooth rolling casters. **$39.95**

No. 2600

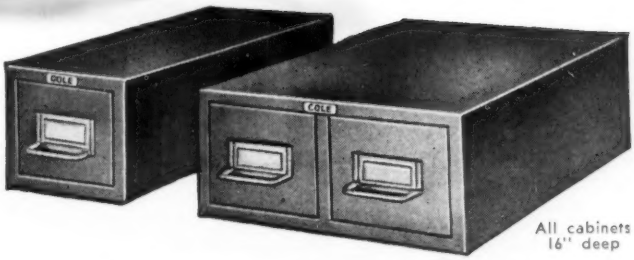
The "SIDE" Chair
No. 2600

Cool and comfortable. All aluminum frame. Flex spring cotton padded seat, 16½" wide, 15½" deep. **$39.95**

Steel frame instead of aluminum.
No. 2616 **$29.95**

For More Information Circle No. 253

COLE STEEL EQUIPMENT CO., INC.
415 Madison Avenue, New York 17, N.Y.



All cabinets 16" deep

COLE'S DELUXE LINE OF STEEL CARD CABINETS

ONE DRAWER UNITS
(1600 Card Capacity)

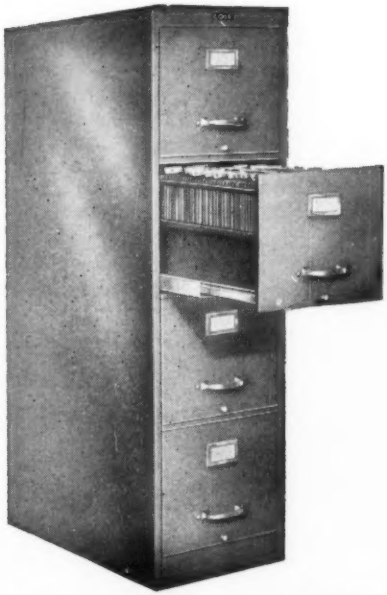
No.	Card Size	Width	Height	Price
C335	3x5	6⅝"	5⅛"	$4.10
C346	4x5	7⅝"	6⅛"	4.80
C358	5x8	9⅝"	7⅛"	6.20
C369	6x9	10⅝"	8⅛"	9.65

TWO DRAWER UNITS
(3200 Card Capacity)

No.	Card Size	Width	Height	Price
C3352	3x5	12¾"	5⅛"	$7.20
C3462	4x6	14¾"	6⅛"	8.30
C3582	5x8	18¾"	7⅛"	11.00
C3692	6x9	20¾"	8⅛"	13.80

THREE DRAWER UNITS
(4800 Card Capacity)

No.	Card Size	Width	Height	Price
C3353	3x5	18¾"	5⅛"	$13.80
C3463	4x6	21¾"	6⅛"	17.00
C3583	5x8	27¾"	7⅛"	19.95
C3693	6x9	30½"	8⅛"	22.95



COLE'S FAMOUS "AIR-FLO" FILES No. 1004 **$84.90**

For those who can afford the best!

An achievement in engineering skill and design. Heavy gauge steel. Consists of four letter size, ball-bearing suspension file drawers that glide smoothly at the mere touch of the fingertips. In olive green, Cole gray, mist green or desert sand finish.

	No.	Wide	High	Deep	Price
Letter Size .	1004	14¾"	52¼"	28⅝"	$84.90
Legal Size .	8004	17¾"	52¼"	28⅝"	$93.75

The "MODERN" File No. 990 **$79.95**

A heavy gauge steel filing cabinet, storage cabinet and a concealed secret vault all in one. Contains four ball-bearing letter files plus three adjustable storage compartments under lock and key. Only YOU know the combination of the secret vault. Will pay for itself by preventing petty pilferage. 30½" wide, 51½" high, 17" deep. Olive green or Cole gray finish.

No. 1090—Same as above with legal size drawers instead of letter size drawers, 33½" wide, 51½" high, 17" deep. **$85.00.**

SEND FOR COLE'S LATEST CATALOG.

Prices slightly higher in Texas, Colorado, West of the Rockies and outside of U.S.A.

For More Information Circle No. 433

COLE STEEL EQUIPMENT CO., INC
415 Madison Avenue, New York 17, N.Y

Much of Bank's Office Work Is Done After Dark

WHILE MOST office workers are at home fast asleep, many others are on their way to work. The night-owl complement of Guaranty Trust Co. of New York comes to work between 2 p.m. and midnight, and leaves before the day staff gets to the office. The majority of those working at night prefer the dark hours because they have daylight in which to get outdoors and enjoy themselves. The rest of us must be content with sunshine on weekends and holidays. Those with late hours find busses and trains less crowded. It is a rare occasion when a night worker can't find a seat on the subway—a claim that few on the day force can make. That those who work past midnight really enjoy it is substantiated by their long service record. Ten of the 16 men serving as special officers during the evening have over 15 years' service.

The bank needs a night operating staff in divisions which accept late deliveries and must process all work the day it is received. The loan division has a four man team which takes over where the day force leaves off and finishes work around midnight. The night group is responsible for completing the day's postings and journalizing, disposing late debits and credits to other departments, preparing proofsheets for the accounting department and liability reports to be delivered to the credit department at 9 a.m. They also effect proof with other divisions and departments. The night men, primarily provers and checkers, note in an exception book any errors or omissions in the day's work. The day force reads these *billets-doux* and makes the necessary corrections.

A seven-man foreign bookkeeping department team arrives for work about 5 p.m. and continues until their various jobs are completed. This group proves

This afternoon mailing force works from 2 to 10 p.m. at Guaranty Trust Co. of New York.

TWO PEAS IN A POD...

Only Rex-Rotary D-280 has a 100% "Select-O-Matic" inking, regulating itself for Light, Medium or Dark impressions — This Inking System is simply exchanged for different colors.

Only Rex-Rotary D-280 has 100% Accurate Registration — as a printing press.

Only Rex-Rotary has Rubber Ink Distributing Rollers which are usable for other colors and guarantee up to 35% savings on ink.

Only Rex-Rotary D-280 has an Eye Appeal, so modern that it will compliment the most discriminating taste in office decor.

This amazing Twin-Cylinder duplicator uses quick drying Paste Ink. NEVER clogs or leaks. Its everlasting Silk Screen eliminates hardened and messy ink pads.

Ask us — and your nearest Rex-Rotary dealer will be most happy to arrange a trial-demonstration for you.

but...

there is only one

See us at:
The National Stationery & Office Equipment Assn. Convention, Chicago. Sept. 29-Oct. 3, Booth 366-367.

National Business Show
New York Oct. 15-19
Booth 123

REX-ROTARY DISTRIBUTING CORP
387 FOURTH AVENUE
NEW YORK 16, N. Y.

REX-ROTARY

D-280

silk-screen mimeograph

For More Information Circle No. 244

add A-U-T-O-M-A-T-I-O-N

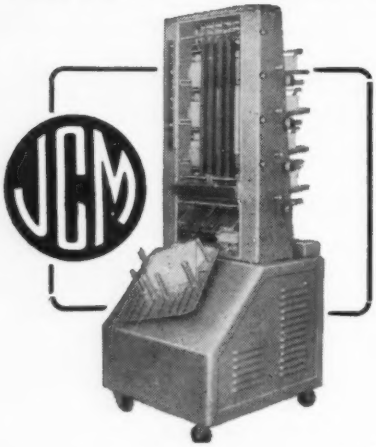
efficiency in your

COLLATING and GATHERING

with the

FULLY AUTOMATIC **JCM**

VERTICAL COLLATOR



Perfect for Fast, Accurate, Economical Collating and Gathering of:

BUSINESS FORMS, CATALOGS, BULLETINS, PRICE LISTS, HOUSE ORGANS, MANUALS, INSURANCE FORMS and every other collating job.

With the high-speed, fully automatic JCM VERTICAL, one operator working on a 4 part machine does the work of 6 to 10 girls working by hand. Handles 12-lb stock to 100-lb stock, in sizes up to 11" by 14". JCM Vertical Collators are made in multiples of 4 part units with automatic offset-pile delivery as standard equipment on all models.

WRITE FOR FULL INFORMATION TODAY!

J. CURRY MENDES
CORPORATION
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Western Offices:
500 S. Clinton St. • Chicago, Ill.

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West Coast:
619 W. Washington St.
Los Angeles, Calif.

For More Infromation Circle No. 358

the balances of records posted by the day force, and posts various records which were in use during the daytime and not available for posting. They operate the journal for all divisions of the foreign department, complete the journal work in all its phases and prepare the necessary reports for the accounting department. This group also posts and proves all foreign department liabilities and prepares the reports for central liabilities. Another important function of this night staff is the preparation of a consolidated position sheet of all Guaranty's foreign currencies in accounts abroad. This report is used by the foreign traders and must be delivered to that group before the day's trading starts.

Special officers maintain surveillance at the bank's buildings round the clock in three eight-hour shifts. The chief responsibility of the late groups is protecting the bank, and throughout the night they make rounds. But special officers do not limit their interests to burglars. They protect registered mail delivered to the bank during the early hours of the morning, protect deliveries to and from the Clearing House during the night, and let late workers in and out of the bank during the hours that doors are locked. They are on the alert for possible fires (machines or fans may be left running and can become overheated) and broken water pipes.

Four men in the telegraph and cable department arrive at 4 p.m. and work until midnight. The volume of night letters and cablegrams reaches its peak between 4 and 6 p.m. Seventy per cent of all cables sent by the bank come to this department at that time and half of them have to be coded (to reduce transmission costs). Three other men work from midnight to 8 a.m., handling incoming messages and processing them for delivery to operating departments the first thing in the morning.

The transit division works on a 24-hour basis. Eighteen men work from 3

(Continued on page 231)

Here's the long and the short of Quality Duplicating

Make sure your company's duplicated messages get proper attention by making them easy to read. Select paper *made* for duplicating machines — Hammermill Mimeo-Bond and Hammermill Duplicator.

Hammermill Mimeo-Bond is made specially for stencil duplicating machines—has a new, firmer surface that resists linting at high speeds. Gives up to 2,000 clear copies from one stencil. Its special "air-cushion" surface minimizes set-off.

Hammermill Duplicator gives outstandingly bright copies with Azograph and spirit duplicating machines. Comes in bright white and six popular alkali-resistant colors that will not discolor when used with the Azograph.

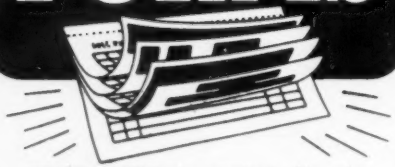
Why not send for our free idea-books, "Duplicator Facts" and "Better Stencil Copies." Write on your business letterhead. Hammermill Paper Company, 1463 East Lake Road, Erie 6, Pa.

HAMMERMILL DUPLICATING PAPERS

FOR BETTER COPIES FROM OFFICE DUPLICATORS

For More Information Circle No. 386

SAVE MONEY
TIME and LABOR
with
NEW ELECTRONIC HOT WAX PROCESS
SPOT CARBONIZING
OF YOUR OFFICE & BUSINESS
FORMS



SPOT CARB is applied directly to back of each sheet in any size or shape. Clean, non-smudge. Eliminates necessity of carbon interleaving. Possibilities of simplification and savings are practically unlimited. Perfect for all forms — from small, receipts to large accounting forms — single or multiple sets. Our complete plant handles printing, spot carbonizing, binding. Contact us direct for details, or call your regular supplier. Ask for free SPOT CARB samples and booklet "How to save with SPOT CARB."

SPOT CARB

SPOT CARBON PRODUCTS
56 LAFAYETTE STREET, NEW YORK 13, N. Y.

Send samples of SPOT CARB forms and free booklet "How to save with SPOT CARB"

FIRM .....

ADDRESS .....

SIGNED .....

For More Information Circle No. 400

Producer of Pens Is Steel Strike 'Cupid'

The president of the United Steelworkers Union, David J. McDonald, came out of a bargaining session in Pittsburgh on July 20, mopped his brow and voiced the wish that he could "buy a ballpoint pen that will work," so he could immediately sign an agreement. Before that day had ended, Mr. McDonald received a telegram from Louis M. Brown, president, Eberhard Faber Pencil Co., saying that Eberhard Faber was rushing 100 of its efficient Noblot pens to both Mr. McDonald and John A. Stephens, the management negotiator, in the hope they would help assure 100 years of peace in the steel industry.

Management negotiator Stephens took time out during the height of the negotiations to acknowledge the Eberhard Faber gesture in a personal letter to Mr. Brown which included the statement: "When the time comes for signature, you may be sure that mine will be affixed with one of your pens. If your family and friends have in the past been at a loss for an appropriate nickname or term of endearment for you, 'Cupid' will serve from here on." The Stephens letter was written four days before the steel strike was ended by a Memorandum of Agreement.

"Not efficient? She's too efficient. She files things before I see them."

One minute is all it takes

. . . to make 5 photo-exact copies of any record for 2½¢ each. Letters, news clippings, pencil or ink records . . . even carbon and spirit duplicator copies can be reproduced by anyone in your office. No change in your present room light.

. . . to make a translucent "whiteprint master" for 10¢. No time lost, now, when you wish to produce quantities of blueprints or whiteprints from opaque or two-sided material.

. . . to make an offset plate for less than 20¢. Now you can "go to press" in record time and at a new low cost. No time out or shutdown when you shift from document copying to platemaking, or vice versa.

Now . . . more versatile than ever

Thanks to Kodak research and development, the Verifax Copier now makes photo-exact copies at a new low cost . . . does jobs which *never before* were within the scope of office-copy equipment.

See how thousands of offices are using Verifax Copiers. Mail coupon.

Prices quoted are subject to change without notice

MAIL COUPON TODAY

EASTMAN KODAK COMPANY, *Business Photo Methods Division*
Rochester 4, N. Y. 213-9

Gentlemen: Please send me a free copy of "New Time-Saver—New Idea for Every Office" and names of near-by Verifax dealers.

Name_____

Company_____ Position_____

Street_____

City_____ State_____

For More Information Circle No. 243

Applying Factory Techniques To Office Storage Problems

ROBERT GRIFFITH
Manager, Steel Shelving Sales,
Berger Division, Republic Steel Corp., Canton, Ohio.

TWO FACTORS are inducing office managers to give attention to the problem of properly storing both expendable supplies and files of important but inactive material that must also be kept conveniently at hand:

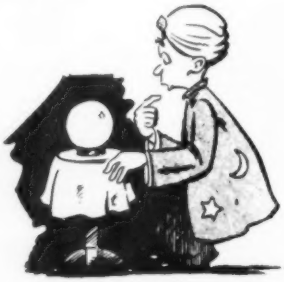
1. The increasing cost of building and maintaining the sheer cubic footage of office space.

2. The emergence of "flexible" and adjustable steel storing and materials handling equipment for more efficient handling of supplies and inactive files.

Don't store things so that looking for them means going through the haystack routine.

Much of the know-how and equipment is being borrowed from the blue-collar side: techniques and products designed for manufacturing, warehousing and wholesaling, freight forwarding and the handling of items bearing only remote similarity in weight and bulk to items stored for office use.

At Columbus Mutual Life Insurance Co. in Columbus, Ohio, management set up a central files room equipped with strictly functional industrial steel shelving, on which were set up all of the policyholders' files since the company was organized. Open shelf filing in this particular case made it possible to store a vastly greater number of records; in-



Don't expect employees to find things by crystal gazing. Have a system!

creased by better than 20% efficiency in both filing and finding; simplified (with the help of air conditioning) the problem of dusting; and made possible a factor of flexibility in arrangement of shelves and shelf units that was not before possible.

A large advertising agency is using industrial shelving to hold both art and office supplies, running the gamut from stenographers' pads to portable display material. A publishing firm uses industrial shelving to hold books, papers, catalogs and mailing materials. A large oil company finds the same type of steel equipment useful in holding files of photographs, office supplies, and stocks

Don't let just anyone lay out the storage area. It's a job for an expert.

no more messy labeling!

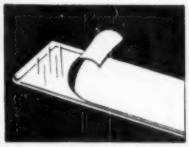
USE OPI Premier LABEL HOLDERS

"will not warp, curl or crack"

CLEAR VINYLITE PLASTIC

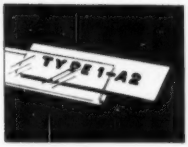
SO EASY TO USE

1. SNIP—You can cut to the desired size, easily and quickly.



2. STRIP—Remove backing to expose the activated adhesive.

3. STICK—Apply with finger pressure. It sticks indefinitely to metal—wood—cork—glass—plastic—any clean surface.



4. INSERT—Insert label or card. It's open on three sides for your convenience.

Perforated inserts for easy typing furnished.

Colors Available

AMBER
BLUE
GREEN
YELLOW
RED

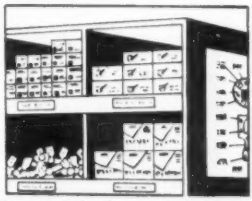
HUNDREDS OF USES

You can enjoy neat, attractive labels anywhere in office, factory, store or home.

- on desk trays
- library shelves
- cabinet drawers
- storage shelves
- display units
- parts bins

AVAILABLE IN 3 SIZES

PS-½—½"x6"
PS-¾—¾"x6"
PS-1 — 1"x6"



For auto dealer parts bins, etc.

Available from your Office Supply Dealer or for information write to

Office Products Inc. 9920 Freeland Ave. Detroit 27, Michigan

West Coast Distributor: Arch K. Ansty, 171 2nd St., San Francisco 5 • Canadian Distributor: The Luckett Loose Leaf, Limited, Toronto 2B, Ontario

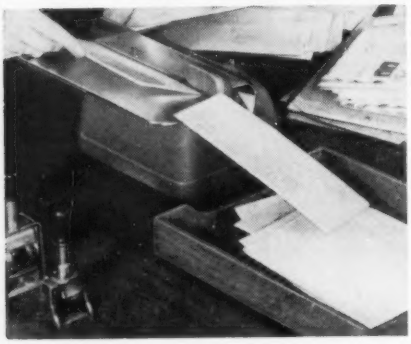
Territories available for Dealers and Distributors

For More Information Circle No. 202

POSTO-E

NEW!

ELECTRIC LETTER OPENER



An automatic Electric Letter Opener that every office can afford —

NEVER BEFORE AT THIS LOW PRICE $99.50*

*Plus Fed. Excise Tax.

- **COMPACT** — Occupies only 6" x 8" of desk top space.
- **PAYS FOR ITSELF** — Even in small offices by saving letter opening time and speeding your mail distribution.
- **NO SORTING** — opens any size or thickness of envelope without sorting or adjusting.
- **SIMPLE TO OPERATE** — anyone can use it with little or no instruction.
- **NO WASTE STRIPS** — opens envelopes without cutting off waste strip.
- **GUARANTEED FOR ONE YEAR** — Precision built for years of heavy duty, trouble free service.

Standard Stationery Supply Co.
1020 S. WABASH AVE., CHICAGO 5, ILL.

Write for free 368 page catalog of office supplies, furniture, and equipment.

DEALERS NOTE: Exclusive franchises available in many cities. Write the POSTO-E distributor—
GENERAL STATIONERS SUPPLY CO.
1018 S. Wabash Ave., Chicago, Ill.

For More Information Circle No. 281

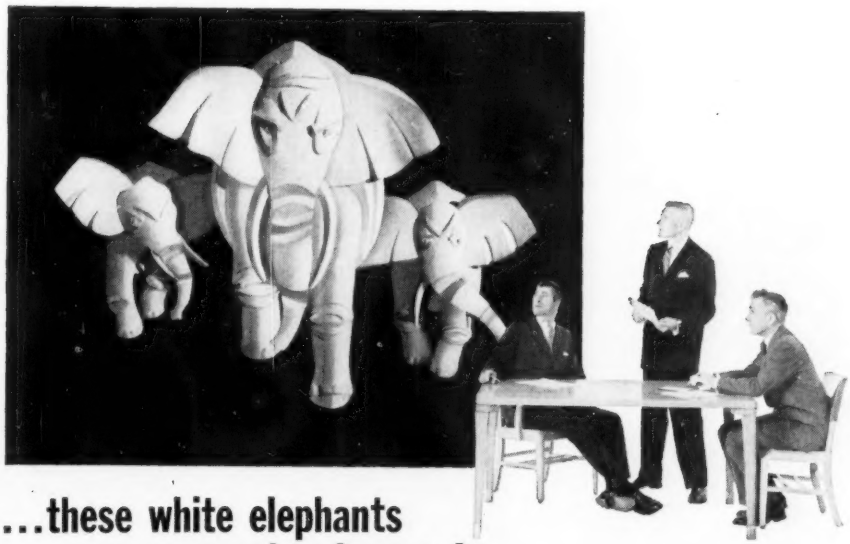
of printed educational and informational booklets and leaflets distributed to stockholders and the public.

One of the active proponents of scientific stores-keeping for offices is Republic Steel Corp. Our Berger Division manufactures one of the most extensive lines of steel shelving equipment and is the originator of the term "storage engineering", coined to cover the specialty practiced by those who plan and operate storage areas in industry. But "storage engineering" also applies to stores-keeping in offices. Studies made by us show that virtually all of the time-tested "do's and don'ts" collected from the mass experience of customers also fit office practice.

One of the basic rules is to select the equipment most suitable all-round for individual stores-handling needs. This means that industrial-type shelving ought not to be used unless it is the best possible answer. The savings possible with some types of steel industrial shelving in some cases may be partly lost in cases where requirements call for fast and flexible changes in shelf heights. However, a new convertible industrial shelving with clip-type fasteners makes it possible to change shelf heights quickly, thereby eliminating this problem.

Consider first the location of the stor-

Don't put up with inadequate light. Labels farthest from light source must be readable.



...these white elephants are made of paper!

Are you feeding them in your office? Most offices are! They're that mass of ever-accumulating records that bulk up files, eat up space, and gobble up big hunks of profit!

If you have any doubt about these beasts stalking your office—try these three simple tests:

TEST #1—Do you have an organized policy covering systematic retention, transfer or destruction of all papers and documents? If not, you must be feeding a white elephant! Tremendous savings are possible.

TEST #2—How long does it take to find or file a paper in your organization? It should not take longer than 1 minute. If it does, your company probably needs a Records Analysis.

TEST #3—When you ask for a file by *subject* instead of by name do you get all the records pertaining to that subject—and are they in order for best use?

Why delay? Get the latest information on actual dollar savings possible through modern records management methods. Get rid of the white elephants in your organization. Start today by checking the coupon for this valuable free literature.

Remington Rand

Division of SPERRY RAND CORPORATION
Room 1930, 315 Fourth Avenue, New York 10.

Kindly send literature checked:

- ☐ BSD45 —"Control Of Records And Their Costs"
- ☐ X1615 —"Your Records"—(Controlled From Creation To Destruction)
- ☐ BSD46 —"How To Save Executive Time" (Subject Filing)
- ☐ *BSD32—"Get These Annual Dollar Savings From Your Files"
- ☐ LBV676—"Kompakt — The File With The Extra Drawer"
- ☐ BSD-5B—"Complete Microfilming Service"
- ☐ SC707B—"The Cost Of Burned Records"

NAME_____ TITLE_____

COMPANY_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____

For More Information Circle No. 178

SAVE SPACE! STOP NOISE! WITH...

SOUNDEX PARTITIONS

Both sides of Soundex Partitions soak up noise in thick blankets of acoustical spun glass.

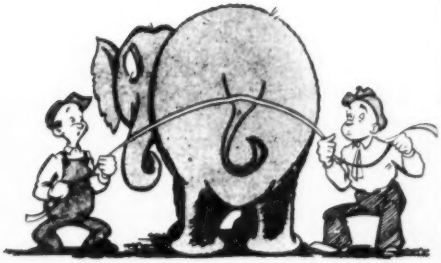
The partitions are available in a choice of five heights . . . are easy to install . . . can be set up by office personnel . . . permitting more people to work more comfortably in less space. Learn how you can improve office environment with low cost Soundex Partitions.

Write for free catalog today . . .

GR Products Inc.

2417 EASTERN S. E., GRAND RAPIDS, MICHIGAN

For More Information Circle No. 206



Measure everything you plan to store and order shelving accordingly.

age area itself in relation to the office it is to serve. Is there a better choice, more evenly accessible for everybody?

Know what items you want to store and in what quantities. Have on hand a complete inventory of everything and compute stocking quantities on the basis of average-to-busy periods, plus a modest percentage for expansion.

Lay everything out on paper—aisles of shelving, shelving units, and every bin space within each unit.

If the volume to be stored is large, establish a logical and permanent system of arranging and numbering everything. Number the aisles of shelving, shelf units, shelves and bins, drawers or compartments within the shelves.

Make special provision for hard-to-handle items. For example, sometimes the tops of a shelf unit are left out or cut out; long or awkward things can

Don't clutter aisles. Enforce the one-day rule against things left on the floor.

Now

SHARPER CLEARER COPIES

FROM

DIRECT PRINT COPY MACHINES

with master sheets of

Patapar® Translucent Parchment

These master sheets are a special type of Patapar Vegetable Parchment scientifically designed for direct print copy machines. Quality controlled texture and correct, uniform translucency assure superfast transmission of the ultra violet rays. There is no diffusion. The result is speedier operation, and infinitely clear, sharp copies.

PATAPAR TRANSLUCENT PARCHMENT has a perfect surface for printing with opaque or regular inks. It is excellent for typing, pen and pencil entries, artists sketches or drawings.

SEND FOR SAMPLES—Write on your business letterhead for brochure of testing samples. Name of nearest distributor on request.

PATERSON PARCHMENT PAPER COMPANY

Bristol, Pennsylvania

Sales Offices: New York, Chicago

West Coast Plant: Sunnyvale, California

Headquarters for Vegetable Parchment Since 1885

For More Information Circle No. 302

A bracelet points the way to lower typing costs

THIS BRACELET makes a dramatic point about the new Royal Electric.

Its weight is equal to the pressure needed by your secretary to depress one of its keys.

In fact, it's 13 times easier to operate a Royal Electric than a non-electric typewriter.

This means more work per typist . . . lower typing costs . . . better work . . . higher morale.

Here's our suggestion: Take the following figures . . . typists' salaries, days worked per year, hours typed per day and production rates.

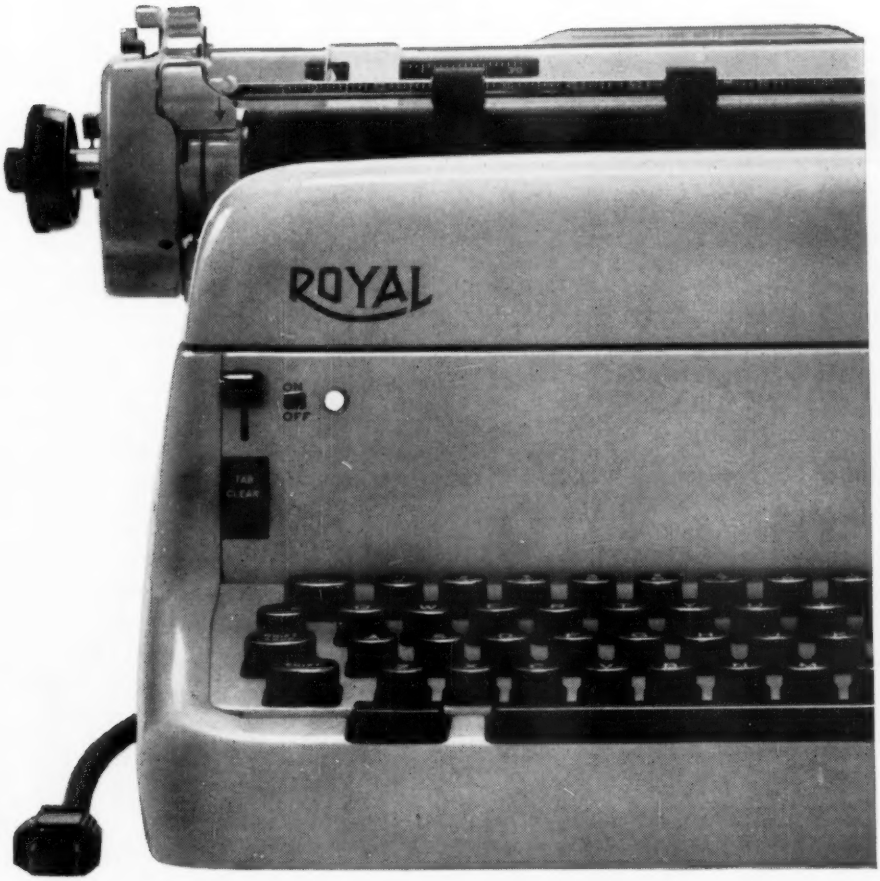
Consult your Royal Representative, and from these figures he'll be able to tell you the expected savings on new Royal Electrics.

ROYAL® *electric*

standard • portable • Roytype® business supplies

Royal Typewriter Company, *Division of Royal McBee Corporation*

For More Information Circle No. 201


ROYAL
ON
OFF
TAB
CLEAR

#1062 A-B-C

streamlined design with elegant satin finish

Keeps its gleaming satin finish, its modern look, permanently. The heavy gauge aluminum won't rust, warp or break, is moisture-proof. Easy to clean, easy to hang. Strong springs hold papers firmly, has convenient squaring tabs. Streamlined design and satin finish invite customer buying. Available in standard sizes. Costs less than wood, lasts longer than composition boards.

MP-Jr. *streamlined* COIN-CHANGER

Gives faster service. Enhances beauty of bank. Over 5,000 in use today, in all 48 states. Sturdy aluminum with handsome grey hammertone finish. Removable tray with inside storage box. Capacity $125 — pennies through half-dollars. Size 8" x 10" x 6½". Weighs 9 lbs. Rubber feet protect counters. $63 plus tax.

Write for descriptive catalogue and nearest dealer

Modern Products...Moderate Prices

METAL PRODUCTS ENGINEERING, INC.
Dept. O, 4000 Long Beach Ave., Los Angeles 58, Calif.

For More Information Circle No. 293

stick up into normally unused space under the ceiling; *i.e.,* long rolls of drafting or drawing paper in cardboard tubes, or quantities of empty cardboard tubes for mailing.

Make special allowance for the two extremes of traffic: the oft-used items and the seldom-used. Place the more popular items at quickest access spots (waist level, fronts of aisles); the less demanded things should be placed along the very bottoms or very tops of shelves in the rear of aisles.

Size up all items to be stored and, with this data order shelves, bins and racks.

Establish a logical and permanent system of arranging and numbering your stored items.

Allow ample room for materials handling, for hand-grabbing from shelves and for ins-and-outs of large objects.

Where numbering systems will not be thrown out of kilter, consider grouping together: slow-moving items, fast-moving items, bulky things, small supplies.

Store heavier items closer to the floor, lighter ones higher.

Investigate the availables among shelving manufacturers *before* designing and building your own custom equipment. They may have what you need.

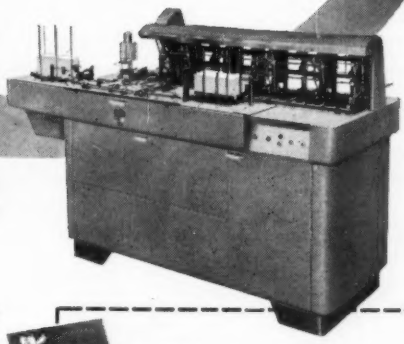
Weigh the advantages and disadvantages, for your special requirements, of centralized storage, as opposed to dispersed storage areas. Advantages can include: better control potential, with

Use open-end aisles. Dead ends slow up in-and-out stock chasing.

YOU SAVE *from* THE VERY FIRST DAY

with

INSERTING & MAILING MACHINE



Inserting & Mailing machine starts to pay for itself the moment it begins to work for you. Automatically gathers up to 8 enclosures, stuffs them into envelopes, seals flaps, meters postage or prints indicia, counts and stacks. One operator prepares 3,500 to 4,500 pieces per hour. Savings of 80% and more are reported by users.

INSERTING AND MAILING MACHINE CO.
PHILLIPSBURG, NEW JERSEY

Mail the coupon for a mailer's story

INSERTING AND MAILING MACHINE CO.
Phillipsburg, New Jersey O-9

☐ Send "How Small Can a Mailer Be?"
☐ Send descriptive catalog.
☐ Arrange a demonstration.

We mail_____ per_____

NAME_____

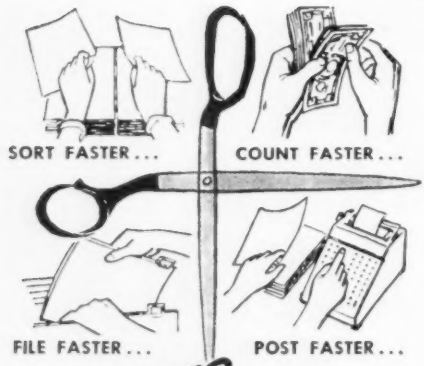
FIRM_____

ADDRESS_____

CITY_____ ZONE____ STATE____

GATHERS ENCLOSURES | INSERTS INTO ENVELOPE | SEALS ENVELOPE | PRINTS POSTAGE INDICIA | COUNTS & STACKS

For More Information Circle No. 426



CUT PAPER HANDLING COSTS

...with

SORTKWIK

The INVISIBLE fingertip magic

Only 50c each

NO MORE IRRITATING, CLUMSY RUBBER FINGERS OR UNSANITARY, MESSY SPONGES WHEN YOU USE SORTKWIK

So easy to use—just apply to fingertips to create greaseless, stainless, tacky film. Fingers pick up papers easily, quickly. One application is long lasting. Washes off easily. Non-irritating.

Time-tested by banks, insurance companies and business firms throughout the country to speed up their paper work.

At your stationer or send $1.00 for two regular size containers to try out.

LEE PRODUCTS CO.

Dept. O-9

2736 LYNDALE AVE. SO., MINNEAPOLIS 8, MINN.

For More Information Circle No. 340

economy in personnel and supervision; less total space requirement; simplification of inventory procedure; reduction in duplication of stores and minimizing of obsolete inventory.

Before finalizing plans, and preferably from earliest consideration, seek the help and suggestions of company specialists on safety, ventilation and employee comfort.

Make a permanent and detailed set of blueprints of the storage area.

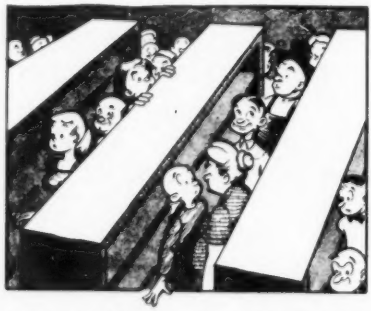
Prepare an orderly schedule for moving things into the new storage area. Set it up as a major project with a competent and experienced task force to handle the job. Move in all at once!

Provide for checking counters or order-assembly points in any large storage area. Consider the possible advantages of at least one telephone extension there.

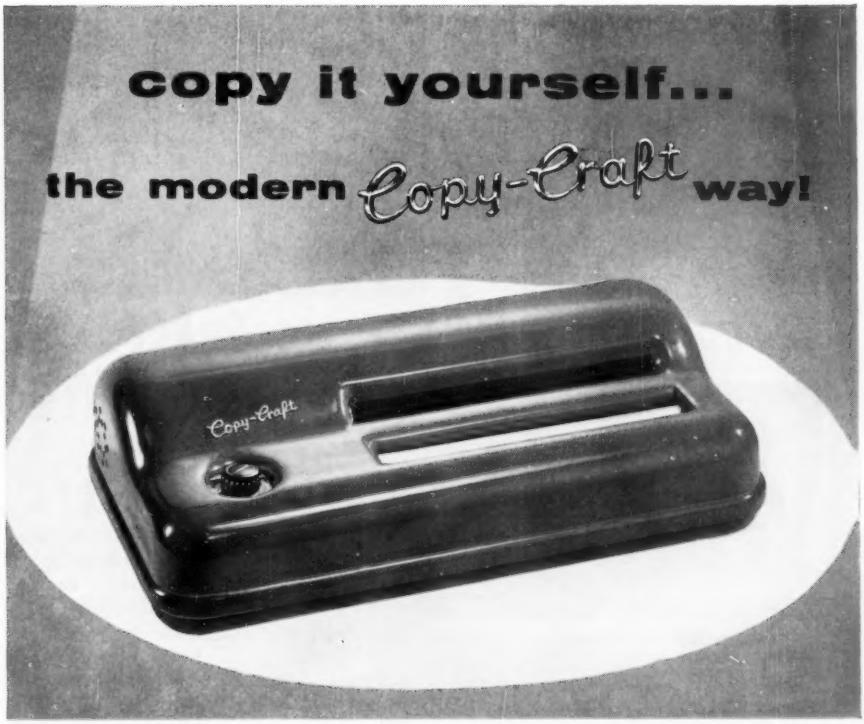
Don't overlook the importance of adequate lighting. The simplest test is: can you read a label at a location farthest removed from the light source?

Don't order all "standard" sizes of shelving on the presumption that (a) there will be a substantial saving on quantity, and (b) you will get the benefit of interchangeable parts. The important consideration is that the shelving is suitable to the things that are to be stored.

Don't underestimate the weight of stationery items. Solid bundles of paper, packed shelf-high, often add up to a



Make aisles wide enough so that one person can pass another, and get by a floor cart.



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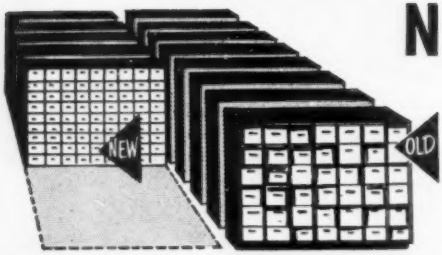

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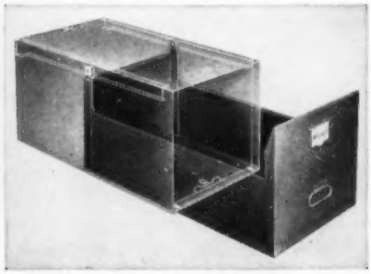

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greater weight than do shelves of tools or hardware items. Investigate the possibility of using stock reinforcing members under the shelves where necessary.

Don't put up with clutter in aisles. Don't allow more than 24 hours to go by without disposing of things waiting to be stored, moved or discarded.

Don't put up with serpentine aisles that make stock-chasing difficult. Avoid dead-end aisles.

Don't be hidebound about exceptions to the rules where these may expedite matters. For example, pencils, erasers, stenographers' notebooks and other high-turnover items may well have *two* storage places: one for today's demands and the other for reserve supplies fed to the first location.

Don't stock medium-to-fast-moving items above the hand-reaching height of the shortest employee. Use upper shelves for replacement supplies, allowing them to feed down to lower shelves.

Don't over-order storage equipment. Empty shelf units intended for long range expansion only make extra road blocks to walk around. For future needs, lay out the floorspace so that working shelf units stand nearest the door and empty space, farthest from the door, becomes available for additional storage as needed.

Don't force big things into small storage spaces. Use variable shelf heights and spacing of vertical separators.

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Preliminary Planning Assures Successful REPORT WRITING

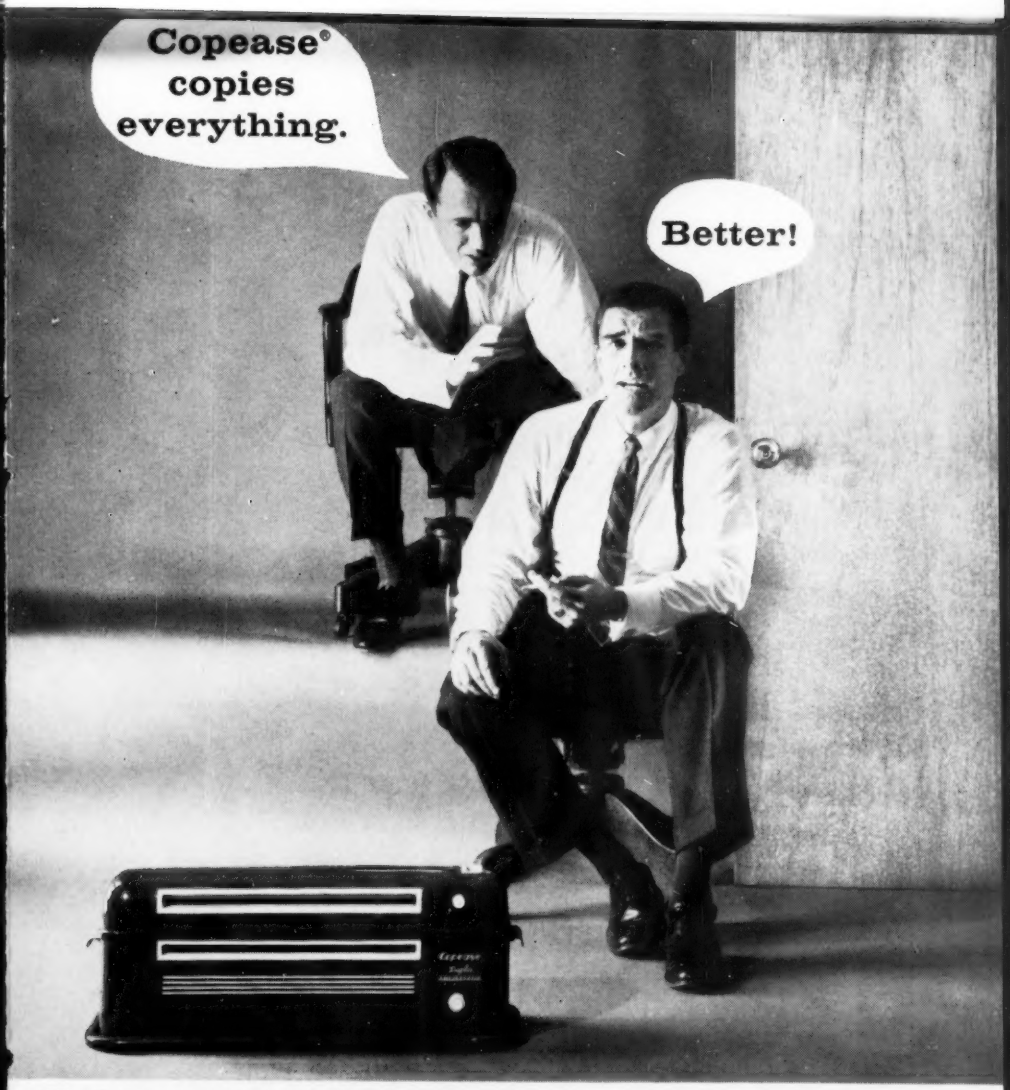
JOHN R. MAYER
Reports Editor, Ebasco Services, Inc., New York

WITH THE INCREASING emphasis being given by business to improved communication up through and within the management level, you will probably find the demands for written reports steadily growing. The term "report" can, of course, mean different things to different people. But under the broad interpretation being considered here a report may be defined as written material containing information, advice or comment which is wanted by someone and will be used for a particular purpose.

Whether such a report is a full-length survey and analysis of a problem or situation running into many pages, or a shorter discussion of facts and suggestions, there are certain basic procedures that should be followed in its preparation. These procedures will help to guide the development of all the thoughts, ideas and information you have gathered from their original jumbled form into a logical and understandable report which will serve the purposes for which it is intended.

These procedures can be grouped together to form four distinct phases of report preparation through which your material must pass before emerging as a completed report. The first of these is the preliminary study phase during which the job should be viewed in perspective, as a whole. This is the point at which you assemble your material and study it to see what kind of a report can be made of it—more importantly, from what angle you will make your approach.

The second phase is that of specific planning. At this point you outline the



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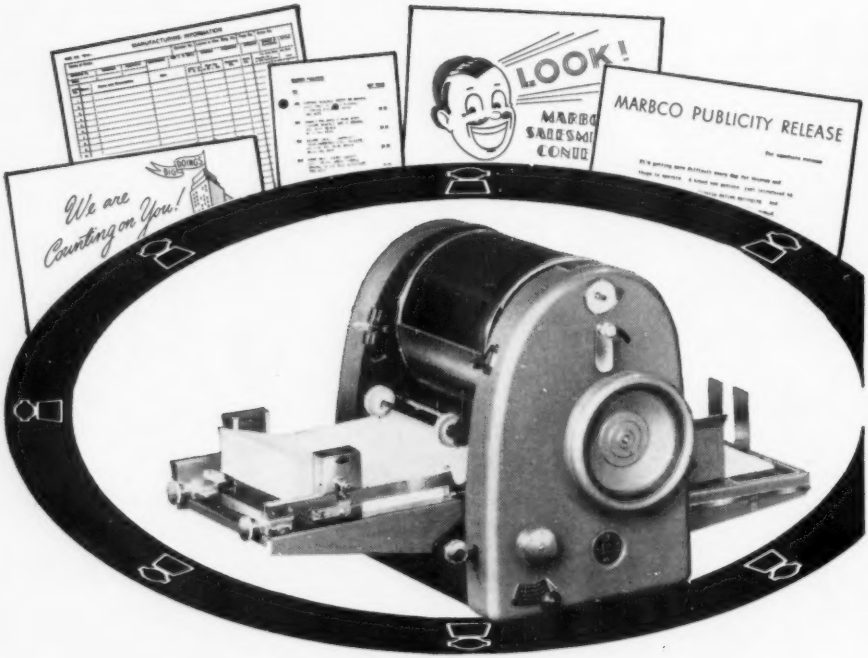

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precise structure of the report: determining what comes first, second and third, how detailed the treatment of each subject should be, how much emphasis should be given each point.

The third phase is the preparation of the rough draft during which you attempt to get something down on paper from which to work. For some, this is the time of blood, sweat and tears. The fourth and last phase is the revising and polishing, when you completely re-examine the content of the report and try to translate into English all the words you have written down in preparing the rough draft.

Obviously, each one of these four phases of report preparation is important in turning out a report that will meet the requirements of its use, and the techniques to be followed in each could be discussed at length. But we will consider here only the first phase—the preliminary study of the job to be done—for two very important reasons: (1) this phase is most neglected by report writers, many of whom are overanxious to get started on the report; (2) no matter how well you plan the structure of the report, or how brilliantly you make use of your writing talents, the report will not be successful unless you first have a clear grasp of what you are trying to do, why you are doing it, and how you are going to approach the project.

In this key phase of the report preparation, then, you should consider the report from these viewpoints:

1. *Who is going to read your report?* Will it be someone in top management, or your immediate superior? What do you know about him that may affect your approach to, and treatment of, the report material? Is he openminded or opinionated? What has been his past experience in relation to the subject matter of the report? What are his views on reports? Does he consider them as just necessary nuisances or invaluable tools in the conduct of his business?

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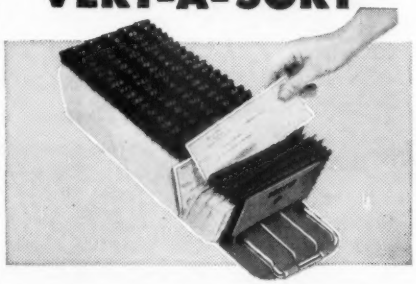

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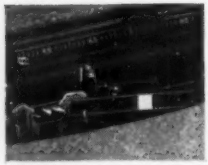

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group, such as a committee or a board. Again you should ask yourself what you know about this group that will play a part in your approach to the subject and treatment of the material.

Whoever your audience may be—subordinates, associates, customers, clients—be sure you have clearly in mind the precise reader or readers for whom you are doing the job.

2. *Why does the reader want your report?* Does he want it simply to provide him with information? Then include in it every bit of information that is pertinent and avoid everything not pertinent. Don't give him a rehash of information he already has available. Above all, be objective.

Does he want your report to enable him to provide others with information? Then find out who these others are and, if possible, what they know and don't know about the subject.

Does he want it to help him reach a conclusion or solution to a problem through recommendations of yours? Then be sure you reach, and state, valid conclusions logically based on informa-

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the impressions

she makes here

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tion clearly set forth in your report.

Perhaps he wants your report to justify his own ideas or activities to a board of directors. Then be sure you are fully informed about those ideas and activities, and that you understand them clearly. Don't leave things only half explained, and make sure your defense is reasonable and not just a flamboyant display of loyalty to your superior.

Does he want your report in order to check up on subordinates? Then be fair in your reporting and give all sides their full due.

3. *What does he expect to get from your report?* Extensive detail, or a summarization? Some readers want complete details when they ask for a report, and they will feel the report writing job has been incompetently handled if the material has been condensed to essentials. Others are irked if they must wade through pages of detail to get the meat of a subject when that is all they really want.

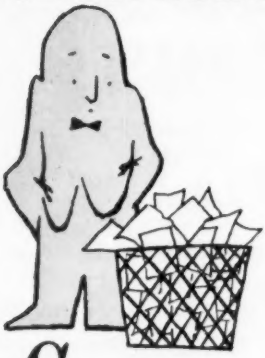
Does he expect from your report a special emphasis? Many report subjects can be treated exhaustively from a number of angles. Find out if your report reader is primarily interested in just one or two of these approaches, and if so, weight your report accordingly.

4. *How will he make use of your report?* To distribute to subordinates for their guidance or compliance? Then make sure you write it so that they will understand it and know exactly what is expected of them. Don't make it necessary for them to search you out later for interpretations of meaning.

Will he use your report to discuss around a conference table? Then prepare your material at a depth appropriate to examination by several minds, raising all questions you know to exist, and including all information pertinent thereto, objectively presented.

Does he plan to use your report to influence the thinking of others? Then give first consideration to the logic of

concerned with duplicating costs?



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your presentation. Use the inductive approach, leading from the facts to an analysis of the facts, and then to conclusions logically stemming therefrom.

From these elements bearing on the approach you take to writing your report, you can see that although the outlining of your report structure, writing first draft, and revising and polishing are important, none is as basic to success as the preliminary planning. If the primary reader of your report wants advice on solving a problem, what does it matter how stylishly it is written if you have merely reviewed the problem without offering any suggestion of a solution? Of what benefit will your most carefully outlined report be to your reader if he wants the most up-to-date information on a subject and you have given him instead a carefully detailed rehash of facts he already knows?

The key to successful report writing is to arrive at an understanding (before any other steps are taken) of the reader or audience constituting your primary target, and of the way in which your report can best be made to serve that audience.

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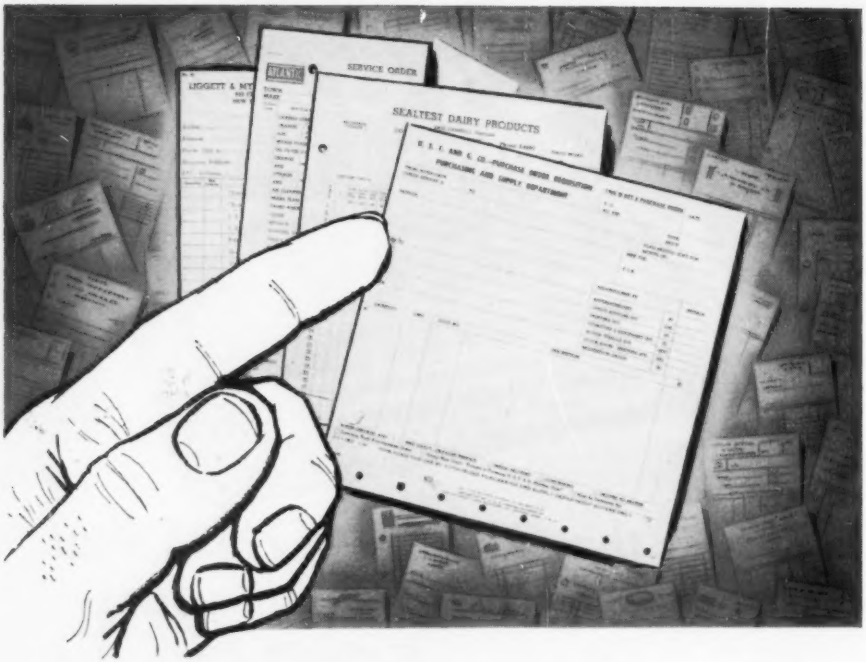

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Right or Wrong IN EMPLOYEE RELATIONS

A ROUNDUP of day-to-day employee problems and how they were handled by management. Each incident is taken from a true-life grievance which went to arbitration. Names of some principals have been changed.

Must an Employee Stay Home When She Is Excused from Work on Account of Illness?

What Happened:

One forenoon, Helen Lasker went over to her supervisor and asked to be excused for the rest of the day. "I feel kind of sick—must be a cold coming on," she said. Her supervisor excused her and she left. That evening the supervisor and the office manager were on their way home when they noticed Helen coming out of the movies with a companion, and going into a nearby refreshment lounge.

When she returned to work the next day, Helen was interviewed by her supervisor. "You couldn't have been very sick if you were well enough to go to the movies and stop for refreshments. If this were your first offense, I wouldn't take it too seriously. But here, take a look at your record. Your work has been slipping, and you have two warning slips here. I'm sorry, Helen, but you're through." Helen filed a grievance on several grounds:

1. She had been excused for the day.
2. What she did outside is none of management's business, provided her actions did not reflect negatively on the company's standing in the community.
3. Even if she were "guilty"—which she didn't admit—her action didn't rate a discharge. She had 4½ years' seniority with only two warning notices for minor offenses, and she didn't feel that her work was slipping.

In countering these arguments, the company didn't deny that Helen was sick when she asked to be excused. But that being the case, said management, the employee had a "moral obligation" to go home and try to cure the illness.

Was The Company:

RIGHT ☐ **WRONG** ☐

WHAT ARBITRATOR JOHN MAY

RULED: "On the question of the right of the company to discharge Helen Lasker, the employee must be sustained since the offense for which she was discharged took place when she was properly absent from her job, and off the company premises. However, the employee has obligations, since she was morally obligated to use the time off to recover from her illness. The employee must be reinstated. This brings up the matter of back pay. Back pay is granted on the principle of making up any losses suffered by the employee as a result of a wrongful act on the part of the employer. This requires the employee to be innocent of all charges. Evidence shows that Helen Lasker was not innocent since she violated her moral obligation to take care of her illness. Therefore, no back pay is awarded."

If You Lay Off Employees, Are They Entitled to Vacation Pay?

What Happened:

The company had a policy which read "All employees who have been in the *continuous* service of the company for one year prior to June 30 shall receive vacation pay, a sum equal to 2% of his total earnings of the previous 50-week period."

A group of employees, with more than one year's service, were laid off because a department was discontinued. The employer refused them pro-rated vacation pay because they were not in "continuous service" until June 30. The employees, when they took the issue to arbitration, said that was true, but that the layoff was no fault of theirs. Had the department been continued, they would have had eligibility. Therefore they felt they were entitled to at least part of the vacation pay.

Were The Employees:

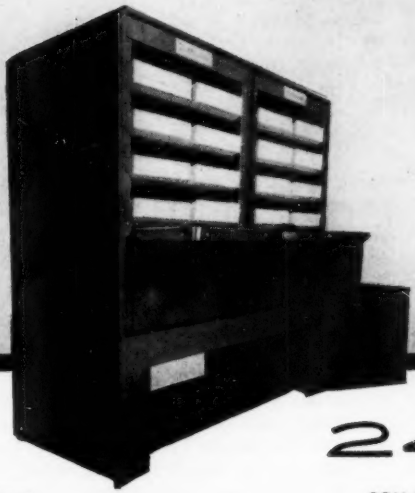
RIGHT ☐ WRONG ☐

WHAT ARBITRATOR L. E. GOODING RULED: "We consider vacation pay an earned right in the form of deferred compensation and, as such, it cannot be taken from the employee, once he has qualified, by any unilateral action on behalf of the employer (such as in this instance discontinuing certain operations, and thus causing the employees' layoff.) The agreement provides that vacation pay shall be a sum equal to 2% of the employee's straight earnings of the previous 50-week period immediately preceding the vacation period. However, the employees were employed for a period of approximately seven months since the last vacation period. It is our conclusion that the employees are entitled to vacation pay amounting to a sum equal to 2% of total earnings from the period of July 1 to the date of the layoff, January 31."

The New Scene

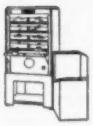
in the modern office

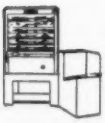
. . . And the something new that has been added is the ALL NEW ELECTRIC COLLAMATIC - - - today as much a part of the office scene as the *electric* typewriter - *electric* adding machine - postage meter - mail opener.



COLLAMATIC

24 models available





COLLAMATIC **FIRST** with an **electrically** powered office collator is today - **FOREMOST** with the widest variety of models available - able to deliver immediately an **electrically** powered collator to meet almost every conceivable office collating requirement.

MODELS AVAILABLE ARE

Standard Series — 8, 12, 16 or 24 bins, either Spacesaver or Console Models.

Adjustable Stroke Series — 8, 12, 16 or 24 bins (to accomodate varying paper sizes), either Spacesaver or Console Models.

Printer Series — 8 or 12 bins (standard or adjustable stroke), either Spacesaver or Console Models.

MANUFACTURERS OF THE WORLD'S LARGEST LINE OF ELECTRICALLY POWERED OFFICE COLLATORS

COLLAMATIC CORPORATION
WAYNE, NEW JERSEY

103-9 STATE HIGHWAY 23
MOUNTAINVIEW 8-2900

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For More Information Circle No. 387

Can You Fire an Employee for Striking A Member of Management Off the Job?

What Happened:

Bob Manton was the chairman of the grievance committee. His "disciplinary record reflected an extremely belligerent and overzealous nature, far beyond the requirements of his office." He had been disciplined twice previously for "insubordination." One morning he got into an argument with Lloyd Graham, the company's personnel director. It seems that Manton had left his desk without permission from his supervisor. His excuse was that he was going to "help settle a grievance." Graham reminded him that he still needed the supervisor's okay. This infuriated Manton. Although he went back and received permission, he made derogatory remarks about the personnel man and called him a "stool pigeon." The next day the two men ran into each other at the local race track. Graham, having heard that Manton had been very lucky picking winners asked, "What's good in the next race?"

For an answer, Graham received a punch in the jaw. The next day, Manton was fired. The issue came to arbitration and Manton put up the following arguments:

1. The fight took place off company premises and was none of management's business.

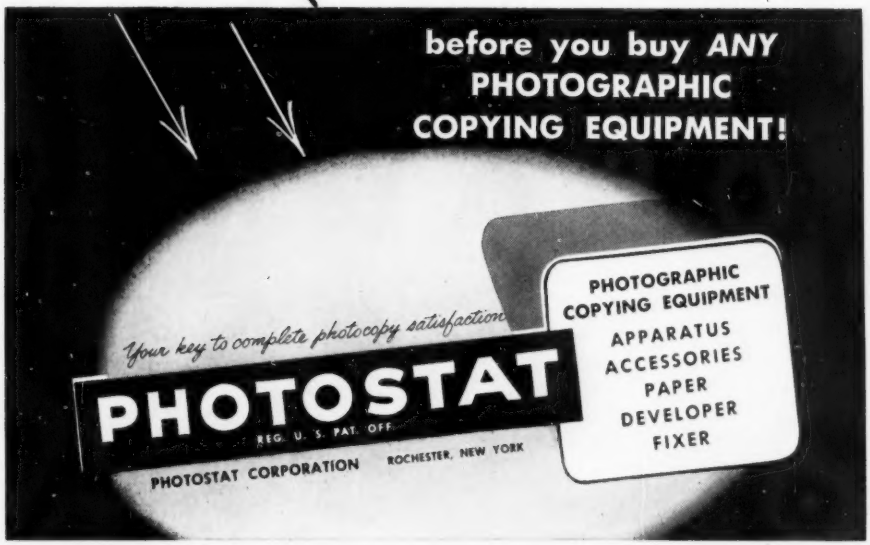
2. He hit Graham because he thought the management man was trying to get him into trouble with the race track police, since it's against the law to give out tips.

Was Manton:

RIGHT ☐ **WRONG** ☐

WHAT ARBITRATOR DAVID L. COLE RULED: "The only point in Manton's behalf which gives me pause is that the race track incident had nothing to do with company affairs. If the two men had gotten into a fight over a bet or for some other reason not related to the plant, a problem could well arise over their ability henceforth to work together. This would have to be worked out by the company, perhaps by a transfer, but it could not be resolved by simply discharging the employee because the case would be one beyond the reasonable limits of the company's right to discipline. But this is not the fact here. Manton was sorely irritated as grievance committee chairman because of Graham's repeated insistence on seeing Manton's pass when he was away from his desk. This prompted a variety of kinds of verbal abuse from Manton in the presence of numerous company people, largely in the form of deriding Graham as an informer or stool pigeon. When Manton carried on as he did at the track, it was clearly only a continuation or outgrowth of the work disagreement. The award is, therefore, that the grievance is dismissed." Manton stayed fired.

Look for this symbol



Whenever you see this symbol . . . on the apparatus used to make your photocopies or on the paper or chemicals used in that apparatus . . . you have complete assurance of constant quality and economy and complete satisfaction.

Whether you own your own photocopying equipment or purchase photocopies from those equipped to care for your needs commercially, this symbol is your protection.

It enables photocopyists or your own photocopy department to serve you best. It is your assurance that you have *just the right type and size of apparatus and materials.* Trained representatives, from coast to coast, are at your call for advice and service.

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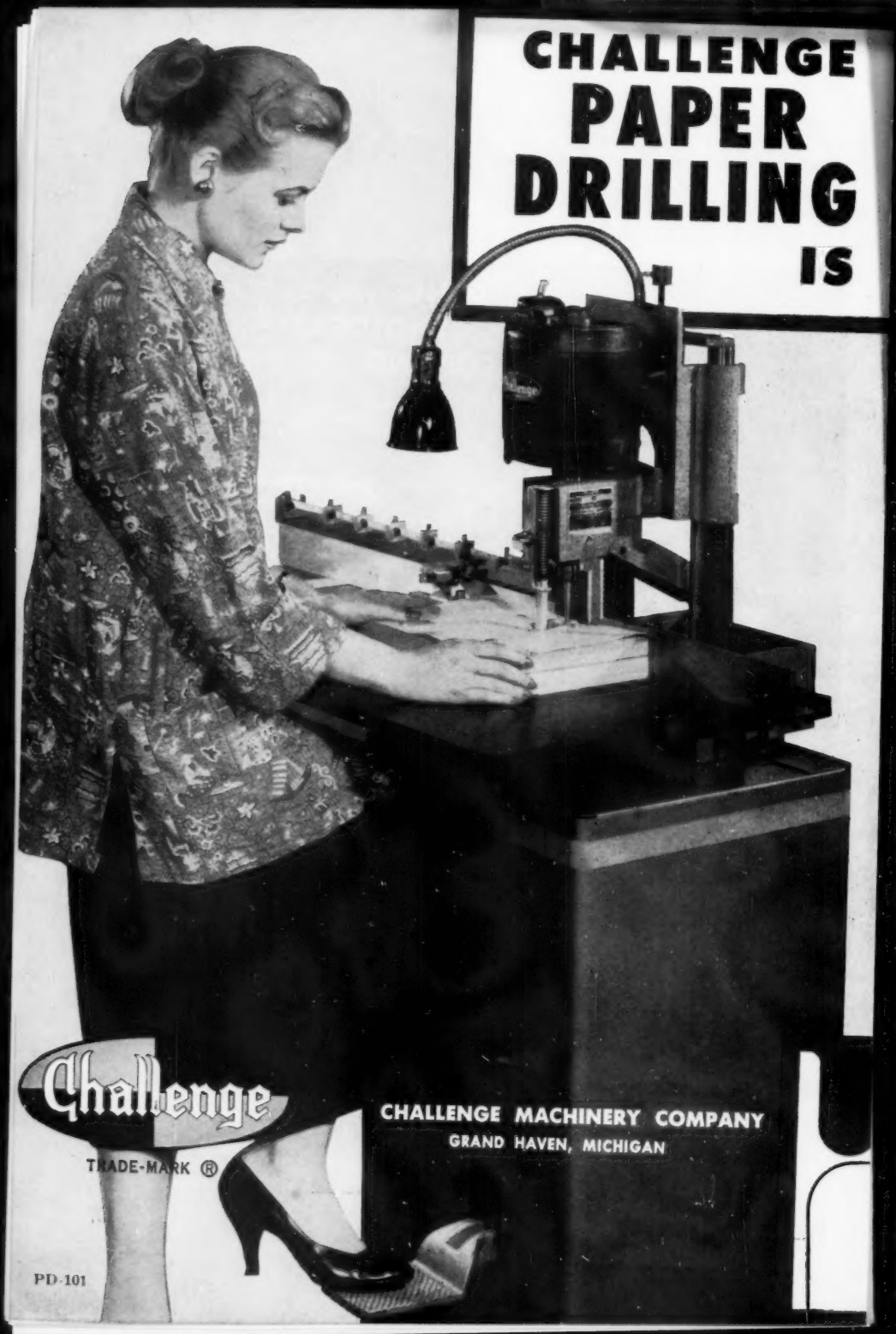
299 State Street, Rochester 14, New York

For More Information Circle No. 229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PD-101

5 to 40 TIMES FASTER AND EASIER THAN PAPER "PUNCHING"

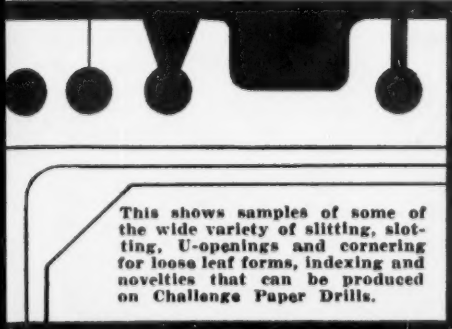
Companies who spend time "punching" catalog sheets, stationery, records, etc., are **wasting time and money!** An ordinary punch will handle about 12 sheets at a time. Allowing for set-up, clearing and periodic rests for the operator, that's about 60 sheets a minute, or 3,600 sheets per hour. A Challenge Paper Drill will turn out the same amount of work in 3 **minutes or less!**

It's ideal for all types of hole "punching" requirements, including the accurate spacing of holes for "indexing" requirements. Standard fixed stop gages available to all standard spacings make this easy and automatic. You can handle cornering and slotting, too.

A Challenge Paper Drill can easily be operated by inexperienced help. It will save you pick-up and delivery charges, set-up and drilling cost, plus the delay and inconvenience of being dependent upon outside sources. Considering the low first cost . . . and the increased efficiency of handling drilling, slotting and cornering in your own shop . . . a Challenge Paper Drill will pay for itself many times over — even if used only occasionally.

Challenge offers a full line of 9 styles — with hand, foot or power controls — to best meet your requirements. Available through leading duplicator and printing equipment dealers in all principal cities.

For More Information Circle No. 275



This shows samples of some of the wide variety of slitting, slotting, U-openings and cornering for loose leaf forms, indexing and novelties that can be produced on Challenge Paper Drills.

The Challenge Machinery Company
Grand Haven, Michigan O-9

I would like information on

- ☐ Challenge Paper Drills
- ☐ Challenge Paper Cutters
- ☐ Have your Dealer Representative call.

Name _____ Position _____

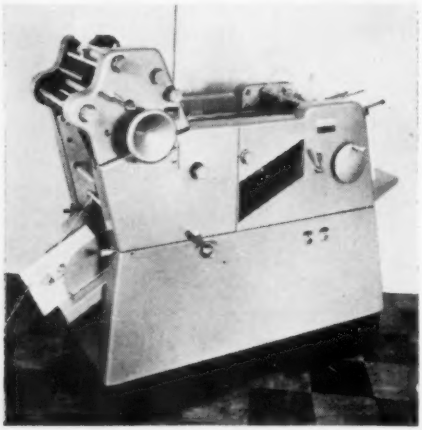
Company _____

Address _____

New Products

OFFSET DUPLICATOR

Whitin Business Equipment Corp., Whitinsville, Mass., makes the Whitin Masterlith Offset Duplicator, an entirely new machine designed for easy, automatic operation without limiting the flexibility required by the most skilled operator to produce a wide variety of work. Set-up adjustments and operating controls are grouped for faster changes.



Operator uses no tools and fine adjustments can be quickly set. The machine's quick change plate clamps allow using all conventional paper and metal plates including those now in user's files. Clamp changes can be made in approximately one minute. A detachable inking unit allows making color changes in two minutes. The Whitin Masterlith's automatic feeder holds 5,000 sheets of Sub. 20 stock and handles sheets from 3" x 3" to 11" x 15½" in weights from Sub. 11 manifold to 2-ply card stock. Plate, impression and blanket cylinders are nickel plated; and some of machine's other refinements include variable position jogging receiver, built-in static eliminator, and built-in wrench for cylinder adjustment. For free illustrated literature fully describing machine, **Circle No. 102.**

INKLESS MIMEOGRAPHING

Print-O-Matic Co., 724 W. Washington Blvd., Chicago 6, Ill., announces the Diagraphy process of stencil duplicating which uses a creamy fluid (instead of ink) and special duplicating paper to produce black copies on any mimeograph duplicator. The Diagraphy fluid will not stain hands or clothing, nor harm nail polish. It washes off stencils, duplicator drum and duplicating pad with soap and water. One pound of Diagraphy fluid, costing $3, will produce 12,000-15,000 fully typed copies. Diagraphy copy paper costs about 1/10c more per sheet than regular, good quality mimeo bond. It is simple to use this process on your present stencil duplicator in this manner: use up as much as possible of present ink in duplicator; remove old cloth pad and wipe excess ink from drum; attach new cloth pad and pour Diagraphy fluid into machine just like ink. If, after some time, you wish to clean drum, you can do so with soap and water. To use regular duplicating stencils with the Diagraphy process, they must be wiped with a neutralizer compound. Diagraphy stencils, costing no more, need not be so treated. All other operations in stencil preparation and printing are the same as usual mimeographing. Duplicated copy develops and turns black within a minute after passing through duplicator. Machine, hands and clothing remain clean; duplicator pad cannot clog up, so that anyone can use the stencil duplicator anywhere in the office without messy staining. **For More Information Circle No. 168.**

MOVABLE PARTITIONS

GR Products, Inc., 2417 Eastern Ave., S.E., Grand Rapids, Mich., makes Soundex movable, sound-absorbing partitions and walls for all office requirements. Designed in modular sizes to answer all normal layout problems, each panel is made up of five layers: a center sound baffle of Firestop Bestwall gypsum board, two layers of 1¼" spun glass and outer surfaces of perforated tempered Presdwood. Soundex Partitions come in a variety of heights and styles, with and without glass, and are fully described and illustrated in their catalog. For a free copy of the catalog and an interesting short study on the nature of noise and sound control, **Circle No. 154.**

GOLD OFFSET INK

Roll-O-Graphic Corp., 133 Prince St., New York, N. Y., announces an innovation in offset printing. Now for the first time, a gold offset ink is available that provides practical printing results in one working. Rollcor's new ink handles as easily as any standard litho ink and only one time through the press gives full and complete coverage. Rollcor Gold Ink is available in four shades: rich gold, rich pale gold, pale gold, and copper gold. For further information and ink sample book, **Circle No. 159.**

CONFERENCE TABLE GUIDE

Lehigh Furniture Corp., 16 East 53rd St., New York 22, N. Y., has issued a supplementary catalog which shows a most comprehensive selection of conference tables in standard sizes of from 3 ft. in diameter to 28 ft. in length. A ready reference chart allows choosing the correct table for either a given room dimension, or a desired seating capacity. For a free copy of this handy reference book, **Circle No. 156.**

VERTICAL CAMERA

Kenro Graphics, Inc., 25 Commerce St., Chatham, N. J., makes the Kenro Vertical 18 Camera, a compact, precision-built unit which can handle all offset duplicator negative requirements since

the majority of this work comes within its 17" x 22" size. A person with no previous experience can learn to produce quality line and halftone negatives after an hour's training. The camera has a

Goerz flat field lens which covers 11″ x 17″ plus bleed, enlarges 300% and reduces 17″ x 22″ copy to one-third size. An interchangeable auxiliary lens extends enlargements to 500% and allows reductions down to one-fifth. Lenses are factory calibrated to the camera indicators; sizing and focusing are automatic. The camera uses 12″ x 18″, 14″ x 17″ and smaller film. Unit takes no more space than is required by two vertical letter files and, although this camera is used by professional photoengravers and lithographers, its widest application has been in the rapid production of negatives for offset duplicating. **For More Information Circle No. 157.**

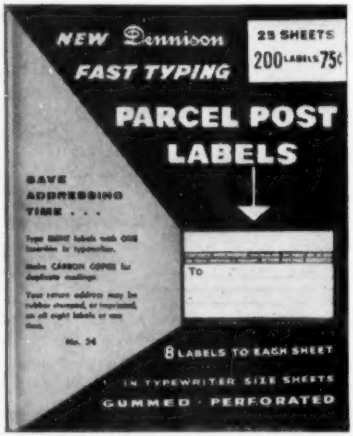
ADDING MACHINE

Johnston Adding Machine Co., 13343 Sherman Way, N. Hollywood, Calif., now makes an 8-column adding machine in addition to their 10-column model. The 8-column Johnston Adding Machine prints a 9-column total and automatic

credit balance in red. In addition to a single stroke total, it includes all the standard features of their 10-column machine. Quantity production is under way and dealers' orders are being filled as fast as possible. **For More Information Circle No. 138.**

PARCEL POST LABELS

Dennison Mfg. Co., Framingham, Mass., makes Parcel Post Labels which can be typed faster and easier because there are eight labels on an 8½″ x 11″



sheet. Carbon copies for duplicate mailings or shipping records are easily made using standard 8½″ x 11″ carbon paper. Return addresses may be rubber stamped on all eight labels at one time. Twenty-five sheets (200 labels) in a package cost 75c. **For More Information Circle No. 153.**

MULTIPLE COPIER

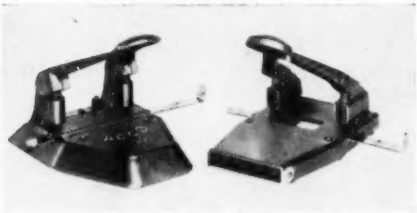
Photorapid of America, Inc., 320 Broadway, New York 7, N. Y., announces that, in addition to normal single copies, an unlimited number of prints can be

made from one negative with the Photorapid photocopier. The operator first makes a Photorapid transparency from

original material printed on either one or both sides; and as many sharp, black copies as desired are made from the one transparency. Prints costs less than 2c each. Anyone can operate the Photorapid with a few minutes instruction. Machines now come in five decorator colors: blue, green, pink, gray and black. **For More Information Circle No. 118.**

PAPER PUNCHES

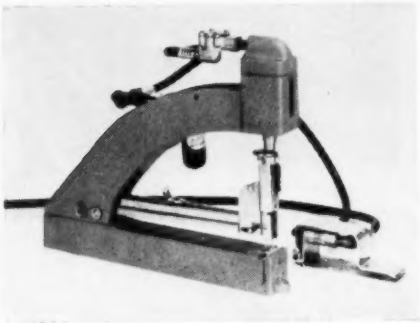
Acco Products, Inc., Ogdensburg, N. Y. announces the addition of five colors to its line of Acco paper punches. Now the popular No. 10 and No. 110 punches are available in fireman red, pastel blue,



pastel green, frost green (mist green), frost tan (desert tan). These five colors are in addition to the standard gray finish, which is the hallmark of the Acco Paper Punch. **For More Information Circle No. 109.**

BENCH STAPLER

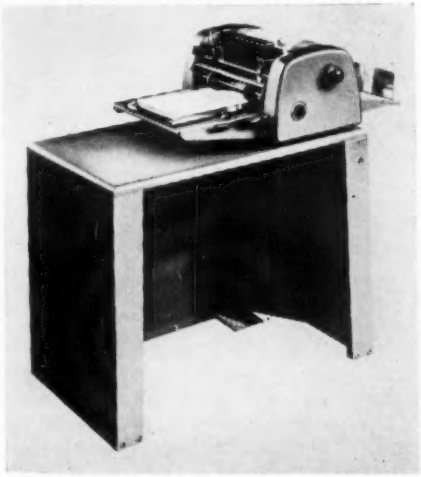
Bostitch, Inc., East Greenwich, Rhode Island, has added several new features to their model KAD bench stapler, including an air-drive unit that can be



triggered by either hand or foot. The KAD stapler can be used for a variety of jobs that include fastening merchandise to display cards, sealing shipping envelopes and small bags, and stapling papers. Several different heads and staple sizes can be used. Heads can be changed quickly and easily to suit the requirements of a particular job. For high production jobs, two or three of these machines can be set up to work as a single unit, their overall width allowing a minimum center-to-center spacing of two inches. Almost any job can be performed by the KAD stapler with 60 lbs. of air pressure. When light staples are used, 25 to 30 lbs. is adequate. **For More Information Circle No. 110.**

SYSTEMS DUPLICATOR

A. B. Dick Co., 5700 W. Touhy Ave., Chicago 31, Ill., makes the Model 225 Azograph Duplicator which is flexible enough to handle the requirements of most systems installations. Azograph employs colorless chemicals in place of



aniline dye, assuring positive cleanliness. The Model 225, designed for sit-down operation to reduce fatigue, is on a 26"-high stand which houses the motor and foot control. A companion, the Model 226 with self-contained motor, is de-

signed for table-top operation. Either unit can be set for continuous feeding, or for single cycle feeding when it is desirable to feed individual cards or sheets of paper in accurate register. These duplicators are built for quick, easy loading, with parallel moving feed rails adjustable for various widths of paper. Dual corner separators feed a single sheet at a time down to the last piece of paper on the feed table. **For More Information Circle No. 106.**

LETTERHEAD DESIGN

Neenah Paper Co., Neenah, Wis., offers a portfolio, "The Right Letterhead for You," which shows how and why a businessman can contribute to the creation of a letterhead that is right for his particular company. Since he knows the factors that are primarily responsible for his firm's success, he can suggest that these factors be incorporated

into the letterhead. For example, one set of letterheads demonstrates the value of emphasizing speed and delivery instead of showing the plant. Another set of letterheads show it is important that a company keep their letterhead up to the minute. The portfolio demonstrates the business principles that underlie the right letterhead for any company. For a free copy of "The Right Letterhead for You" **Circle No. 146.**

COPYING RIBBON

Old Town Corp., 345 Madison Ave., New York 17, N. Y., makes a quality typewriter ribbon that provides maximum copy definition when used for Thermo-Fax office copying. Available in colors as well as black, providing the same high contrast and copy quality, these ribbons were developed by Old Town in cooperation with Minnesota Mining & Mfg. Co. and come in black, red, green and blue. Any two colors may be had in combination and they will produce sharp, dark contrast copy that will not fade. Product number of this ribbon is Old Town 333. They can be used to prepare copy for any white-print duplicating process as well as being used for regular typewriter work and Thermo-Fax reproduction. **For More Information Circle No. 117.**

LABEL HOLDERS

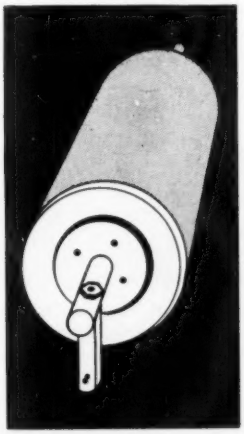
Office Products, Inc., 9920 Freeland Ave., Detroit 27, Mich., makes Premier Label Holders of vinylite plastic which will not warp or crack. The back of

each holder is treated to adhere indefinitely to any clean surface. Premier Label Holders can be cut with a scissors to any desired length. It is open on three sides for easy insertion of label. A package contains ten 6"-holders and

ten label cards in perforated strips for easy typing. Made in three sizes: ½" x 6", ¾" x 6" and 1" x 6". Special sizes available on request. **For More Information Circle No. 116.**

OFFSET OSCILLATOR

Allied Litho Supply Co., 212 Mission St., San Francisco 5, Calif., makes the Alco Super Oscillator for 1250 Multilith and Davidson offset duplicators. In this unit, the oscillating mechanism has been retarded sufficiently for very smooth and slow operation, instead of a fast, jump or chattering motion. Unit is covered with black Lucite for maximum tensile



strength. No etching is necessary as Lucite has perfect affinity for ink. Following good lithographic practice, it has a hard surfaced roll contact, rubber roll for ink transfer, roll to roll. Designed to stop scumming, give full plate coverage, assure sharp tones and clean reverses, and to fluctuate ink for clean pull. In addition to complete oscillating mechanism, the shell alone may be purchased. **For More Information Circle No. 152.**

DATA FOR EXPORTERS

RCA Communications, Inc., Dept. OF, 66 Broad St., New York 4, N. Y., offers firms engaged in foreign trade a six-page brochure on the Bureau of Foreign Commerce of the U. S. Dept. of Commerce and the activities with which it aids foreign traders. The brochure reports on the scope of the Department's operations in expanding foreign trade, assisting shippers in obtaining export licenses, cooperating with the tourist industry, bringing U. S. and foreign businessmen together, promoting participation in the International Trade Fair Program, and aiding firms investing abroad. It describes over 40 publications and reports, and lists the addresses of Dept. of Comerce field offices in 32 cities. For a free copy of the brochure, **Circle No. 160.**

POSTING TRAYS

Meilink Steel Safe Co., 1672 Oakwood Ave., Toledo 6, Ohio, makes two adjustable posting trays for Hercules insulated files for ledgers, legal papers, letters or checks. By loosening the wing nuts on the trays, side walls open or close to accommodate sheet widths from 5" up to 7½" (small tray), and from 8½" to 11" (large tray). Trays have hook-like

handles that make it easy for the operator to lift them out of the bottom of the file and suspend them at a convenient posting level on the edges of the file drawer. The full side walls provide maximum protection. Special friction in the bottom prevent sheets from slipping. Full length runners protect fur-

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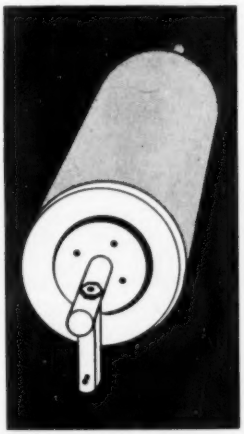

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niture. Small tray is 9" high, large tray is 10⅞" high, both are 22" deep. Special size trays can be ordered. The Hercules file series which bear the Underwriters' Laboratories Class C Label and are capable of withstanding severe fire reaching 1700° F. at the end of one hour, offer a versatile selection of deskside, point-of-use filing accommodations with adequate fire protection. **For More Information Circle No. 126.**

PAPER SHREDDER

Industrial Shredder & Cutter Co., 103 Mill St., Salem, Ohio, now offers a complete line of paper shredders to meet all the needs of offices, factories, plants, warehouses and mills. The Silver 16 shredder is standard for large industrial users, and is also used for the commercial production of shredded paper. It is cable of shredding well over a ton of newsprint into ¼"-strips in an hour. Machine can be adjusted in 30 seconds to

⅛", ¼", or ½" shreds, and easily handles everything from tissue to several thicknesses of corrugated. Its 15½"-throat permits easy, fast feeding, for a low labor cost on a shredder in the 3 hp. class. The Silver 16 is fast, efficient, safe and easy to operate. It carries a one-year guarantee and requires very little maintenance. All Industrial Shredder machines are described in new literature, along with complete details on free trial offer in your own plant, factory, warehouse or office. **For More Information Circle No. 120.**

MICROFILM READER

Remington Rand Div., Sperry Rand Corp., 315 Fourth Ave., New York 10, N. Y., announces a Film-a-record Electronic AO Reader which accommodates either 16 or 35mm microfilm. Electronically operated, it features fingertip control from high speed to slow creep and

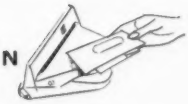
stop, to meet all reference requirements. Its 14½"-sq. screen shows images in greater perspective and brilliancy. Built-in interchangeable lenses permit an instant switch from 23 to 1 to 40 to 1 magnification. Mounted on rubberized casters, it can easily be used in any department. **For More Information Circle No. 145.**

ACOUSTICAL MATERIALS

Armstrong Cork Co., Lancaster, Pa., offers a 16-page booklet on acoustical materials for commercial and institutional use to help provide data needed in choosing materials for specific uses. It discusses technical aspects of acoustical treatment in non-technical terms. Entitled "Quiet At Work," the illustrated booklet outlines the various advantages of different types of acoustical materials. It includes pages on economy, beauty, fire-safety and maintenance. A chart

revolutionary BDC letter opener

opens your mail in 1/4 the time!

INSERT PRESTO IT'S OPEN 

How long do you wait before you can read the morning mail? The new B D C Letter Opener gets your mail opened and on your desk in ¼ the time. Gone are the annoying tedium and delay of slitting letters with a knife. Users wouldn't give it up for twice its price. Order yours today! Money back if not completely satisfied.

Time Saving: 4 times as fast

Simple: one hand does it

Self-Sharpening: no upkeep

Efficient: trims 1/16" edge

Neat: receptacle for cuttings

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USE THIS HANDY ORDER COUPON

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Gentlemen: Enclosed please find check for .....
BDC LETTER OPENERS @ $14.95 each.
Postage Prepaid. (Sorry, no C.O.D.'s.)

Name of company .....

Address .....

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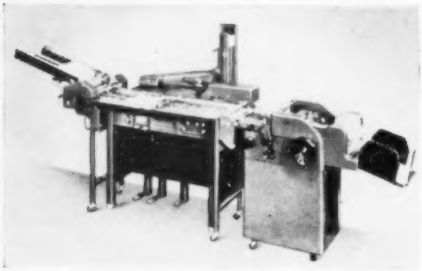
BOHN DUPLICATOR CORP., 444 FOURTH AVENUE, NEW YORK 16

For More Information Circle No. 236

summarizing advantages of each product type helps readers determine the material that best suits their needs. **For a free copy, Circle No. 122.**

LETTER-PRINTING MACHINE

Addressograph-Multigraph Corp., 1200 Babbitt Road, Cleveland 17, Ohio, makes the Model 1938 Addressograph which will



write a complete letter from blank paper in one run: name, address, salutation, letterhead in color, date, text and signature. The Model 1938 Letter Writer and Printer will produce a complete personalized letter for less than one cent each. It will print and personally identify a reply card; print a return address and postal indicia simultaneously with the addressing of the envelope. An automatic selector makes pin-pointed promotions possible. It will also print, head-up and date statements and other forms; produce and address internal communications; operate independently as an all purpose name and data writing machine. **For More Information Circle No. 128.**

REFERENCE CHECKER

Brewster Co., Box 386, Jackson Heights 72, N. Y., has developed an employee reference checking form which is mailed to former employers with routine inquiries about job applicants. The form makes it easier for the former employer to pinpoint a former employee under nine ratings of which only three would be acceptable to the new employer. This reduces the tendency to overrate or aver-

For More Information Circle No. 324

Imagine

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1 machine does the work of 6

The Todd Bank Balance Controller is really a whole disbursement department in itself!

It imprints the amount at the rate of 1500 to 2000 checks an hour
It protects the amount imprinted against alteration
It lists each amount
It signs and guards against forgery
It counts the number of checks written
It adds the amount of the checks

And—in addition to all this—it automatically deposits checks in a locked compartment.

For complete information and helpful case histories of what the Bank Balance Controller has done for other companies, controlling and speeding up disbursement operations—mail the coupon.

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Rochester 3, N. Y.

Please have your representative phone me for an appointment. I'm interested in what the Bank Balance Controller can do to improve my disbursement procedures.

Name of Company_____

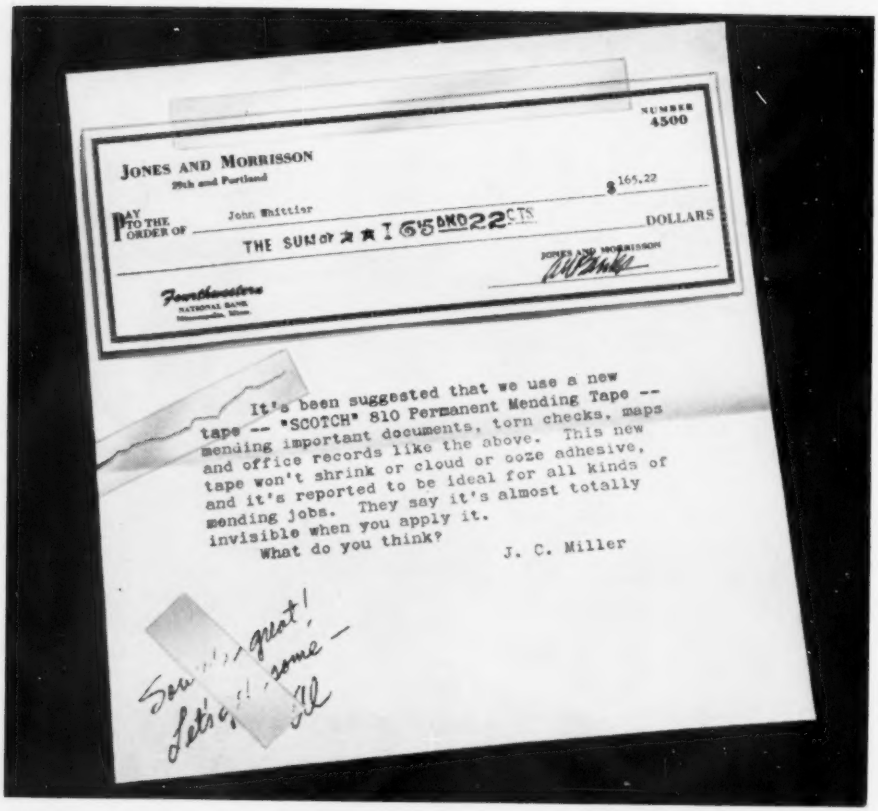
Address_____ City_____ State_____

Your Name and Title_____

Phone Number_____ O-9-56

For More Information Circle No. 241

See the difference with



WON'T SHRINK . . . won't cloud . . . won't ooze adhesive! "SCOTCH" 810 Permanent Mending Tape is completely transparent, with a special dull-finish surface that won't reflect highlights.

Get the ideal tape for all permanent sealing, attaching, mending jobs—"SCOTCH" 810 Permanent Mending Tape!

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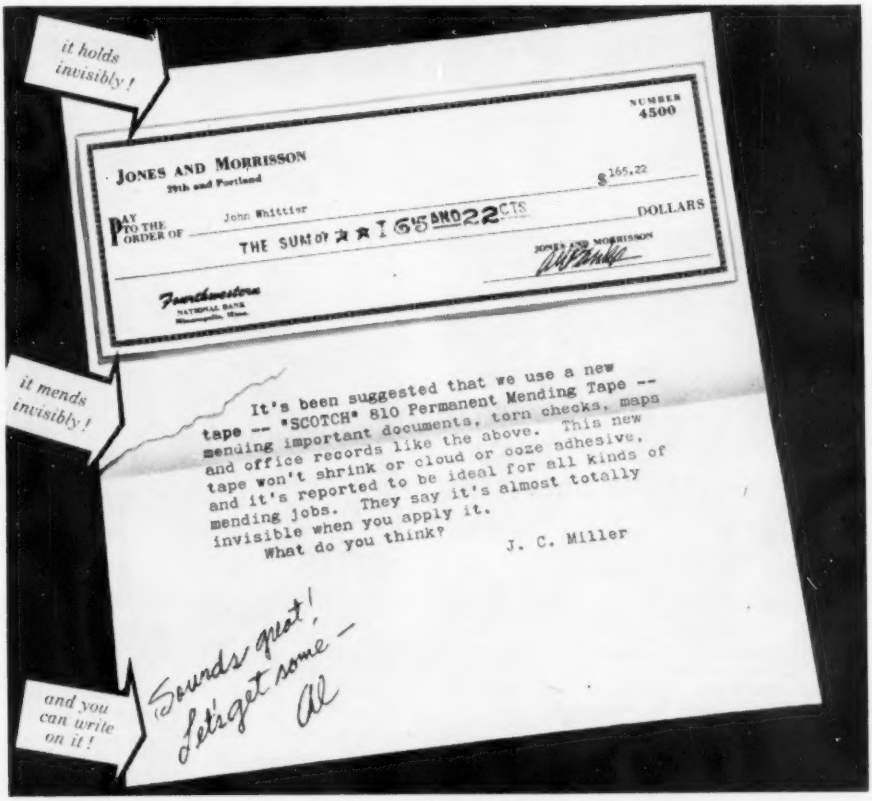

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it holds invisibly... it mends invisibly... and you can write on it!

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For More Information Circle No. 346

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against { sticking and creasing / harmful oxidation / scratching damage / lost or wasted time

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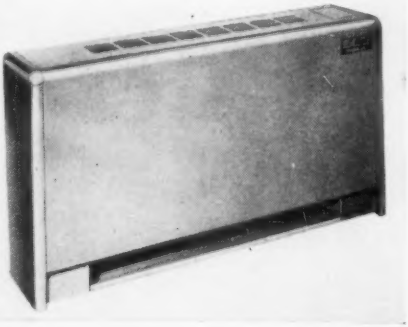
300 Distributors . . . coast-to-coast . . . to help you solve your stencil or offset filing problem.

For More Information Circle No. 378

age off a former employee's performance. The form may be also used by supervisors to rate present employees. **For More Information Circle No. 176.**

ALL-YEAR AIR CONDITIONER

Worthington Corp., Harrison, N. J., makes a Fan and Coil Room Air Conditioner for year-round air conditioning. A choice of recessed or cabinet type conditioners supplies both heating and cooling in one compact unit, including air filtration and ventilation. Cabinet unit is designed for free standing mounting under a window or along a wall. Recessed type unit is designed to be fully recessed in a wall under a window stool.

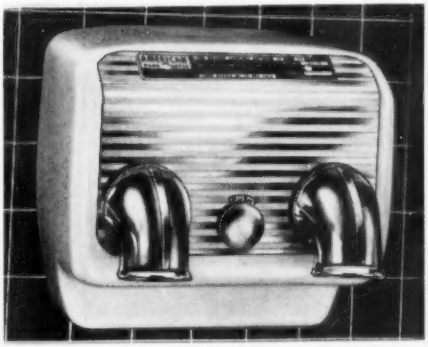


Units are connected to a supply and return water piping system emanating from a remotely located central heating and cooling system which delivers the hot or chilled water. Twin blowers draw room air through the filter, blend it with fresh filtered outside air (if desired) and direct the air over the coil where it is cooled and dehumidified during hot weather, or heated in cold weather. A toe plate eliminates unsightly return air grille and allows easier cleaning of the room. Drain pipe is heavy steel coated with mastic to protect against corrosion. Three types of discharge grilles: fixed stamped non-adjustable single deflection, adjustable single deflection, and adjustable double deflection. The lifetime lubricated fan motor is connected by direct drive to the fans. Cooling coils are avail-

able in 4, 3, and 2-row design. One-row steam coil for heating in existing buildings with satisfactory steam heating system is also available. **For More Information Circle No. 162.**

HAND-FACE DRYERS

American Dryer Corp., 1324 Locust St., Philadelphia 7, Pa., makes electric hand-face dryers in a new white all-white, two-tone milky white with Nickeloid satin stripe, ebony black, suntan copper and Chinese red. Other colors to match specifications can be supplied upon request. Other improvements in the 1957 line include design developments in construction to increase efficiency. Dynamic and statically balanced fan wheels, new fan housings and heavier heat coils produce faster drying. The new models bear a factory extended warranty of 36 months. American Dryer Corp. manufactures a standard single nozzle unit and also dual nozzle dryers which permit two people to dry simultaneously from a single unit. One installation gives two-dryer performance without decreasing efficiency. A stream of hot air is provided instantly upon the touch of the starter button. After the heating cycle is com-



pleted, the dryers shut themselves off automatically. Illustrated literature includes a cost analysis chart comparing different drying methods. For the free literature, **Circle No. 142.**

AN AMAZING NEW INVENTION

to ELIMINATE all EJECTOR WHEEL STREAKS even over solid printed areas

FITS ALL 1200-1250 MULTILITH PRESSES

NO TOOLS REQUIRED!

SNAPS ON IN A JIFFY!

CUTS PAPER WASTE!

CUTS RUNNING WASTE!

COMPLETELY GUARANTEED!

Now, for the first time, you can do away with all printing streaks due to ejector wheels running over printed areas. This simple, but ingenious new STREAK ELIMINATOR is a necessity for every Multilith press. Simply insert wiper pad, squeeze on some cleaning fluid, and merely snap on STREAK ELIMINATOR to Ejector Wheels (as illustrated above). Multilith presses are now ready to run . . . free of Ejector Wheel Streaks. Besides the obvious savings in running time, you can DO AWAY WITH PAPER WASTE by printing on stock pre-cut to finish size. The EJECTOR WHEEL STREAK ELIMINATOR will pay for itself on the first few jobs you use it: UNCONDITIONALLY GUARANTEED.

THE EJECTOR WHEEL STREAK ELIMINATOR comes complete with a full year's supply of pads, plastic squeeze bottle, and a generous supply of STREAK ELIMINATOR FLUID. Additional wiper pads can be reordered through your authorized ROLL-O-GRAPHIC dealer.

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ADDRESS .....
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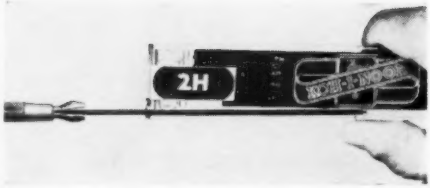
For More Information Circle No. 375

DRAWING LEAD DISPENSER



Koh-I-Noor Pencil Co., Bloomsbury, N. J., announces the Koh-I-Noor Ejectomatic Lead Dispenser which holds a dozen full-size leads already sharpened for use. The patented lead ejector selects a lead, advances it and holds it firmly while it is being inserted into the lead holder. Hands never touch the leads which are always instantly available, neatly stored and completely protected against damage and fully visible in their transparent plastic case. It is impossible to run out of leads unexpectedly, since you can see at a glance when your supply starts to run low. A complete line of 17 degrees Koh-I-Noor Graphite (imported) and colored drawing leads will be offered in the new dispensers. **For More Information Circle No. 119.**

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the vertical and visible wonder!

regardless of your present system, you can convert to this easy labor-saving method

1/10 the cost of Visible.

ALL the Advantages of Vertical and Visible.

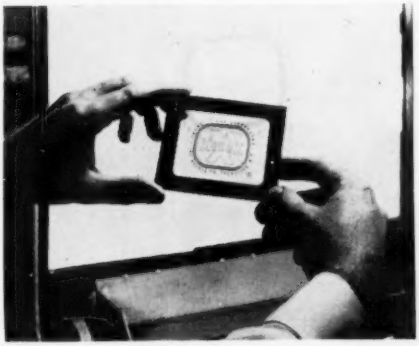
Effective Tools for Effective Management

WASSELL ORGANIZATION, INC. Westport, Conn.

For More Information Circle No. 317

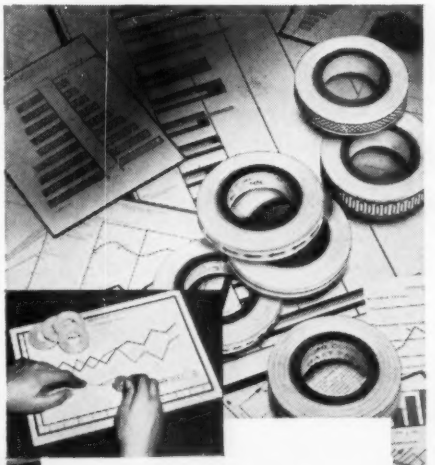
PROJECTION SLIDES

Haloid Co., 56-21X Haloid St., Rochester 3, N. Y., announces that transparencies for lantern slides and overhead projectors can now be made by Xerography. Transparencies made by conventional methods require up to an hour and more, whereas Xerography will do the job in about three minutes and cut material costs by more than half. The copy is made onto a sheet of film or acetate. Fusing of the powder image to the acetate is done by vapor. While standard Xerox copying equipment may be used for the type of transparencies common to overhead projectors, Haloid



recommends for lantern slides the use of a supplementary converging lens in the Xerox No. 4 Camera. A Portra, plus 1 diopters, mounted on a Series VI, 19/16" adapter ring, is suggested. Another recommendation is the use of the camera's ground glass for focusing and precise image size. A small magnifying glass will aid in obtaining maximum sharpness. Standard xerographic charging and developing techniques are suitable. Copying and fusing of an original document onto acetate requires only about three minutes. For lantern slides, the acetate is trimmed to the desired size, sandwiched between cover glasses and the edges bound with tape. The completed slide is then ready for projection. **For More Information Circle No. 115.**

NOW VISUALIZATION MADE EASY AND INEXPENSIVE BY CHART-PAK



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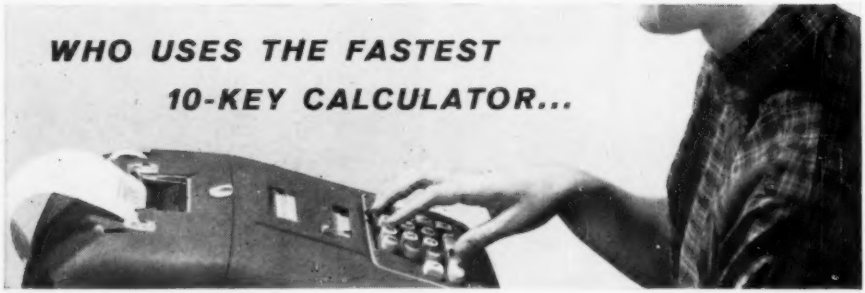
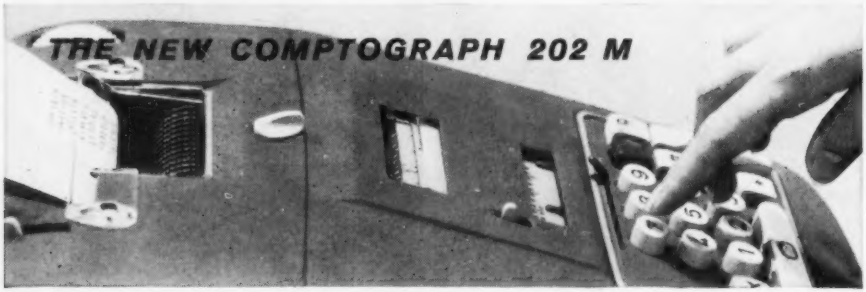
I would like to buy Chart-Pak material from my local dealer_____

For More Information Circle No. 344





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For More Information Circle No. 380

ORDER CONTROL SYSTEM

Cummins - Chicago Corp., 4740 N. Ravenswood Ave., Chicago 40, Ill., states that shipments are made daily to customers in every industry without their ever receiving a bill for the merchandise. Some of the most common reasons why shipments are lost and billing not made are: control numbers out of sequence; loss or theft of shipping notification; missed or duplicated control numbers; and tedious, time - consuming checkouts which breed and perpetuate

errors. An illustrated booklet, "There's Safety in Numbers," describes the Cummins Order Control System, the heart of which is the Cummins Perforator. This machine automatically provides a consecutive number, automatically registers it in proper sequence of shipment, and perforates up to 20 copies each time the machine is actuated. The shipping order, invoice and other supporting papers all have the same date and control number. You can quickly determine stolen shipping notifications and pilferage by reconciling all documents by control number and date. The Cummins Perforator is tamperproof because one lock controls the numbering sequence and the perforated papers are foolproof. because "you can't erase a hole." Unperforated orders cannot be filled. For a free copy of the booklet, **Circle No. 108.**

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WITH FLOATING TOUCH

ACCURACY

WITH 3-WAY CONTROL

QUICK ANSWERS

WITH DIRECT ACTION

• For a demonstration of this high-speed adding-calculating machine on your own work call the Comptometer-Comptograph representative.

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For More Information Circle No. 374

CHARGE ACCOUNT FILE

R. C. Allen Business Machines, Inc., 679 Front Ave., N.W., Grand Rapids 4, Mich., makes the Flame Guard Systematic Charge-A-File. This credit file carries the label "Actual Furnace Tested for 1 Hour at 1700°." Beautifully finished in desert tan both inside and out, with chrome trim for use under the R. C. Allen Cash Register. Model FCF-10 has filing pockets for numerical filing, 105 individual accounts, 15 miscellaneous accounts (total capacity 120 accounts). Filing supplies such as "Account Record," "Credit Limit," "Stop," "Miscellaneous Pockets," etc. Model CF-20 is exactly the same as Model FCF-10 but without insulation. **For More Information Circle No. 111.**

SALESMEN'S KIT

Culver Products Co., 3630 Eastham Drive, Culver City, Calif., makes the Sales-Maker, a packaged public relations system designed to increase salesmen's sales. Ten minutes a day is all the time necessary to use it effectively to create contacts when none exist and develop present contacts into customers. Kit contains 250 personalized correspondence cards in ten categories: Anniversary, Apology, Birthday, Condolence, Congratu-

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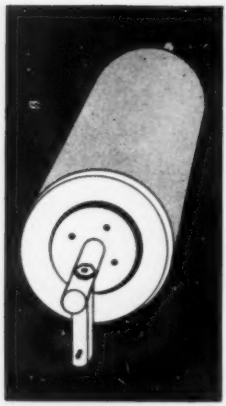
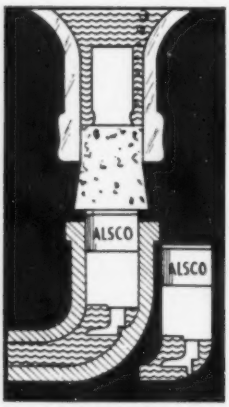
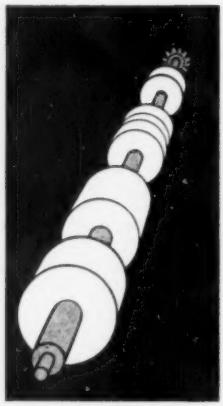


SUPER OSCILLATOR

1250 MULTILITH OR DAVIDSON



WATER FOUNTAIN REGULATOR



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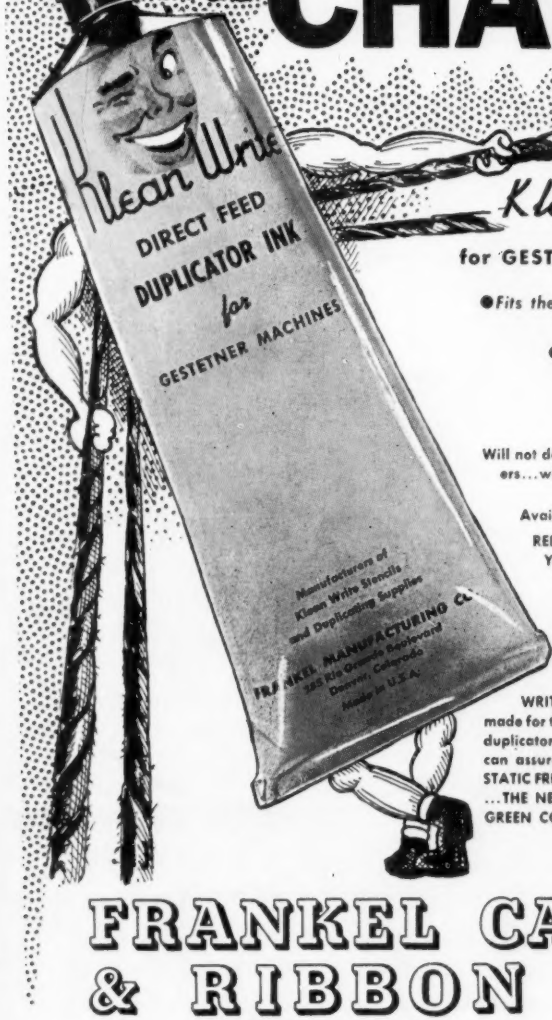
1250 • 1300 • 2066 MULTILITH

For More Information Circle No. 315

Introducing The CHAMP



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For More Information Circle No. 379

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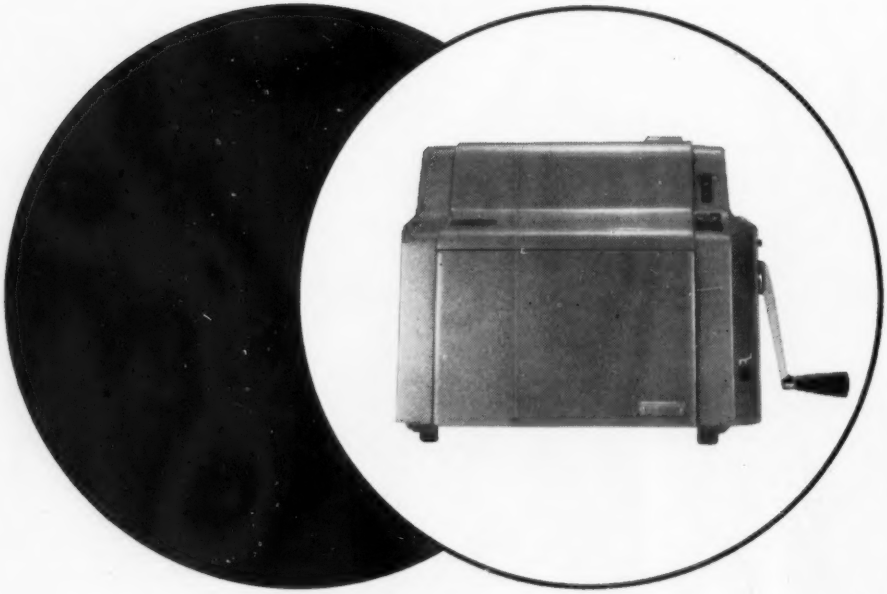
The new BDC REX-ROTARY M4

Electric Mimeograph



Booth 318W at the NSOEA meeting

BOHN DUPLICATOR CORP., 444 4TH AVENUE, NEW YORK 16, NEW YORK

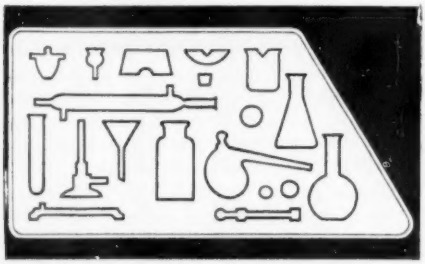
For More Information Circle No. 323

lations, Contacts, Get Well, Meeting New People, Miscellaneous, and Thank You. A suitable cartoon is printed on each card with personal imprint, name, firm and address. There are 250 matching envelopes and 100 personal data cards to keep a record of contacts and their families. Twelve monthly and 10 category

indexes are included. A booklet, "Personal Public Relations and Publicity," is a guide to achievement and tells how to develop friendly contacts, what to say in writing to friends and contacts, and how to get personal publicity. The Sales-Maker is supplied in a deluxe gift package for desk use ($17.50) and a salesman's utility working kit in a plain box ($12.80). **For More Information Circle No. 158.**

CHEMISTRY TEMPLATE

C-Thru Ruler Co., 873 Windsor St., Hartford, Conn., makes a Chemistry Stencil or template with cut-outs of bun-



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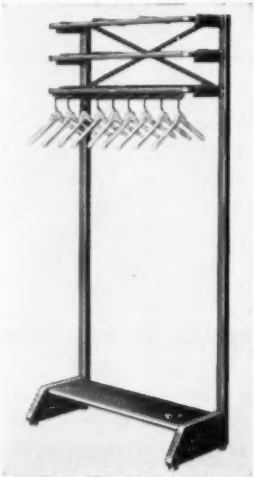
For More Information Circle No. 347

For More Information Circle No. 319

sen burners, beakers, flasks, test tubes, retorts, etc. The outer edges form angles for use in drawing bent delivery tubes. Made of sturdy, clear plastic to withstand long, hard usage, this stencil makes it possible to neatly, accurately and quickly draw the various items in classrooms and laboratories. Chemistry Stencils are packed one dozen to a box and three dozen to a box. Made to retail at 20c each. **For More Information Circle No. 124.**

CLOTHES RACK

Borroughs Mfg. Co., 3010 N. Burdick, Kalamazoo, Mich., has added the Ninette Wrap Rack to its line of Wrap and Wrap Check Racks. The new rack accommodates nine coats and nine hats. The unit is ideal for the office where a rack holding 12 coats and hats is too large, and one holding six coats and hats is too small. The Borroughs line now includes



standard models of wrap racks accommodating six, nine and 12 coats and hats, and wrap check racks accommodating 12, 16 and 20 coats and hats. All except the six wrap rack are available in double-face units. Add-on units, which eliminate one upright post on each extra section, are available. Hanging wall units are included in the Borroughs line. **For More Information Circle No. 105.**

Now Cut Your Collating Costs by 70% with the all new THOMAS COLLATOR

Here's exciting collating news! Now, as never before, you can cut those painfully high collating costs with the *all new electric-powered or mechanically operated* Thomas Collator!

And *only* the *all new* Thomas Collator offers *all* of these important operational and design features. There's exclusive Speed Load Control that permits faster, easier stacking in bins . . . new Rotating Feed-Fingers for unparalleled efficiency . . . increased bin capacity and size . . . 3 models, 6 sizes from *new* table-top to *new* tandem . . . beautiful modern styling . . . and so many, many more important built-in advantages!

Whether you spend 2 or 200 hours a week collating sales bulletins, price lists, reports or any other duplicated material, there's a specific model to fit your needs.

Today find out how you can say a thankful "good riddance" to the time waste and confusion of old-fashioned collating methods. Fill out and mail coupon for your free copy of our colorfully illustrated brochure that tells how to increase efficiency, perk up office morale and reduce costs by as much as 70%.

Thomas Collators Inc.

More In Use Than All Other Makes Combined

165 SALES AND SERVICE OFFICES COAST-TO-COAST

Thomas Collators Inc., Dept. B
50 Church Street, N.Y.C. 7, N.Y.

☐ FREE New Full Color Brochure
☐ FREE Thomas Collating Cost Calculator
☐ Demonstration at my convenience.

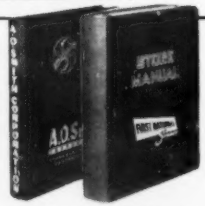
NAME _____
(Please Print)
COMPANY _____
ADDRESS _____
CITY _____ STATE _____

For More Information Circle No. 242

Stars for Office Efficiency

BY NATIONAL BLANK BOOK CO.

Your National Stationer Carries Items with Extra Features for You — Here are 3 Star Examples



CATALOG COVERS

National's experience and facilities for making millions of stock ring binders annually provide ability to make long-lived, attractive special ring binders for catalogs, manuals, price lists, etc. Accessories include reinforced indexes, transparent folders, zipper cases, display portfolios.

MULTIPLE POSTING OUTFIT

For writing three forms at once on payroll, accounts payable, accounts receivable . . . simple sliding steel mechanism . . . provides accurate form alignment . . . compact . . . portable.

SIMPLEX

Machine Bookkeeping Equipment

For light-weight, portable posting with single action open trays.

. . . open sides let in light, drop sides provide offsetting of sheets.

. . . locked cover, portable stand with adaptable tops.

. . . precision printed forms.

Write for Folder No. 306

NATIONAL BLANK BOOK CO.,

Holyoke, Mass., or . . .

NATIONAL

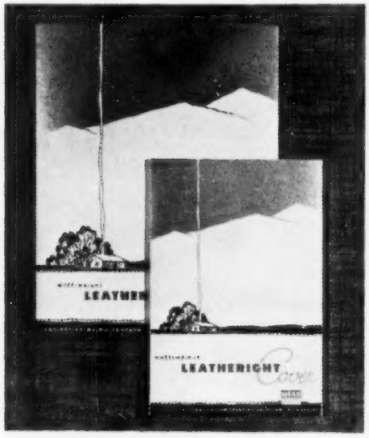
CALL YOUR NEAREST

NATIONAL BLANK BOOK STATIONER

For More Information Circle No. 185

COVER STOCK

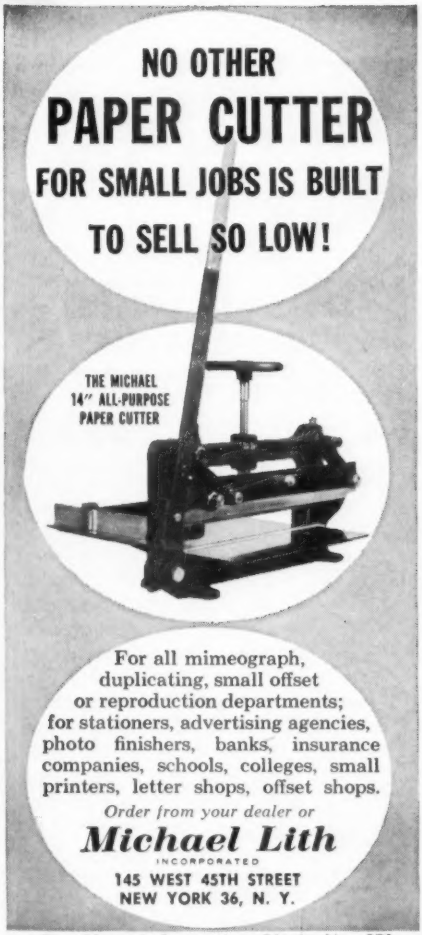
Mead Papers, Inc., 118 West 1st St., Dayton 2, Ohio, offers a Demonstration Portfolio and matching Sample Book on Wheelwright Leatheright Cover to demonstrate its strength, versatility and that it is one of the easiest printing embossed covers. Portfolio cover and six inserts were produced by letterpress, offset and



screen process to illustrate its adaptability to all three printing processes. Each insert demonstrates a suggested use, among them being menu covers, booklet and brochure covers. Matching Sample Book shows the seven attractive colors available: blue, brown, buff, gray, green, red and ivory, standard weight. For a copy, **Circle No. 148.**

FLUORESCENT FIXTURE

Day-Brite Lighting, Inc., 5411 Bulwer Ave., St Louis, Mo., makes the Holiday, an enclosed, surface mounted fluorescent fixture which is described as providing the comfort of prismatic controlled light. The hinged 4-foot enclosure incorporates two injection molded prismatic elements. Lens control provides sufficient upward component to light the surrounding ceiling area. Holiday was designed specifically for application in low-ceiling areas in offices, schools, stores, under balconies, and in industrial areas



For More Information Circle No. 376

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SAVES 20% TO 60% TIME

30 Models. Systems Sorting Service

THOUSANDS IN USE

For fast hand-sorting of cards, checks, letters, invoices, orders, business forms or public documents. We make all types from tiny desk models to shuttle-carriage machines. Write for illustrated circulars.

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Associated Industrial Designers

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Warehouse: New York, Chicago

For More Information Circle No. 377

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This 36 year old house, now a division of the Dixon Carbon & Ribbon Corporation, offers stationers and dealers the best deal ever on competitively priced quality typewriter ribbons and carbon papers. Call Allen today for prompt sample service and quotations on our complete line. All ribbons and carbon paper supplied boxed under our trade names — or yours — *as you wish!*

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INKED RIBBONS & CARBON PAPERS

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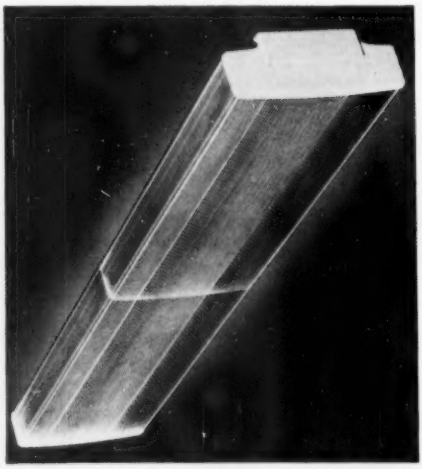
NEW YORK 38, N. Y.

For More Information Circle No. 325

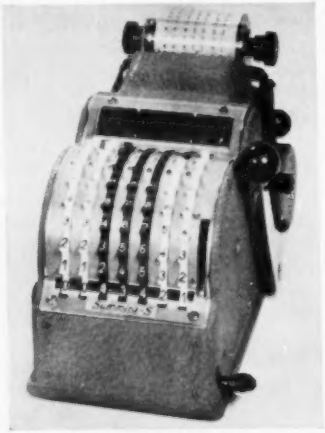
involving critical seeing tasks. It is equipped with Rapid-Start ballasts and can be furnished as 4-foot units with



ends, 8-foot units with ends, and 8-foot fill-in section with coupling. **For More Information Circle No. 141.**

PRINTING ADDING MACHINE

Fremaco International, Inc., 188 W. Randolph, Chicago, Ill., announces a new Summira Printing Adding Machine, in



addition to their Standard non-print model. This low priced printing adding machine has direct subtraction. The

EXECUTIVES!

your biggest headache in office furnishing

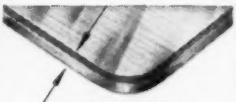
SOLVED

the most beautiful PLASTIC CHAIR MAT ever designed

If your chair mat looks seedy and out-of-place in your office, you need the room-transforming beauty of the plastic "Executive" Maso-Mat. If you are weary of the need for re-painting or re-finishing your old-type mat every six months, you need the long wear given by the tough "Executive." If you want a mat that remains a harmonious and striking addition to your office decor, instead of becoming an eyesore, you need the beautifully wood-grained plastic Maso-Mat—it comes in Driftwood Gray or rich Walnut. If you want a mat that won't creep, won't slide, has a jewel-like surface but isn't slippery, and really is "The Most Beautiful Chair Mat Ever Designed," you'll buy Maso's low-cost plastic "Executive" chair mat for your company's offices. At better dealers everywhere.

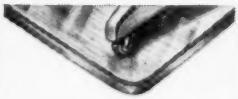
EASY TO CLEAN

Just a damp cloth makes it gleam. Resists alcohol, cigarette burns, etc.



EXTRA THICK

Over ¼"-thick tempered Presdwood *plus* heavy lamination of tough plastic. Won't creep—won't warp.



TOUGH

Chairs glide smoothly over the gleaming mar-resistant surface. Never gets slippery.

MASO

STEEL PRODUCTS, INC.
53 W. Jackson, Chicago

FREE CATALOG

MASO STEEL PRODUCTS, INC.
53 W. Jackson, Room 909
Chicago 4, Illinois

Please send me FREE Maso catalog and more information on the plastic "Executive" Maso-Mat.

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COMPANY_____

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For More Information Circle No. 194

pre-sensitized
plates produced
in seconds.....
with Rapid Printer
by nuArc

...the only Complete Printer with a built-in automatically controlled Carbon Arc Lamp

It is a proven fact that the carbon arc lamp is the only known method of making long running offset plates that reproduce true, sharp line definition and dot structure. Make your plates efficiently and economically, the same as the large lithographers ... with an arc lamp. Get the facts on nuArc Rapid Printers.

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General office and factory:
824 S. Western Ave., Chicago 12, Ill.

Eastern Sales and Service: 215 Fourth Avenue, New York, N. Y.

For More Information Circle No. 238

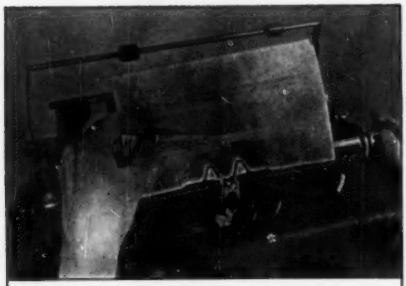
number to be subtracted can be set into the machine and removed from the total in one simple operation. Machine weighs only 8½ lbs. and its standard roll or adding machine paper is easily accessible for changing. A two-color ribbon prints additions in black and subtractions and totals in red. Nylon gears require no lubrication and give efficient, quiet operation. Visible total and individual entry dials allow each figure to be checked by operator as it is entered. Retail price of the printing model Summira Adding Machine is $79.95 plus tax, slightly higher on west coast. **For More Information Circle No. 151.**

COLLATOR

Thomas Collators, Inc., Dept. B., 50 Church St., New York 7, N. Y., announces a collator bin assembly for sheet sizes up to 17″ x 22″ as optional equipment for both electric and mechanically operated Thomas Collators. The redesigned assembly is offered in a special series of new 10- and 16-sheet floor models as well as new 20- and 32-sheet tandem models. As with the present standard bin assembly, the new component permits a 70% greater paper ca-

pacity per bin over former units. To facilitate loading of extra large sheets, all Thomas Collators are equipped with Speed Load Control which automatically

Save time . . . avoid costly errors . . .



STEN-C-LABLS can be prepared on any type of office equipment, such as IBM tabulating equipment, Card-o-type, Teletype, as well as manual or electric typewriters.

addressing multiple shipments as by-product of office procedure

With STEN-C-LABLS, you actually eliminate several steps in the usual multiple addressing process. The STEN-C-LABL is addressed *at the same time* as your invoice, order or bill of lading, whatever your procedure or equipment. Addressing errors, mis-shipments are avoided.

Shipping department makes unlimited impressions direct to PANL-LABL on carton with STEN-C-LABL applicator. You save the cost of buying gummed labels and the time to address and fasten to carton.

Thousands of dollars are being saved by present users by eliminating office addressing of shipping labels and cutting costs on handling of multiple shipments.

Learn how STEN-C-LABLS can help solve your multiple shipping problem.

Write TODAY for FREE brochure showing detailed operation.

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STEN · C · LABL, INC.

2285 UNIVERSITY AVE. • ST. PAUL 14, MINNESOTA

For More Information Circle No. 318

AUTOMATION IN DUPLICATING IS HERE!

..at the touch of a button you can print 110 copies per minute

Heyer AUTOMATIC ELECTRIC SPIRIT DUPLICATOR

The Heyer Conqueror prints in 1 to 5 colors at a fraction of a cent per copy . . . without effort. Hundreds of sharp, clean copies of anything typed, written or drawn on the master simply pour out of this new duplicator. It "Always Makes a Good Impression."

THE HEYER CORPORATION
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Please send free booklet and details on Automation in Duplicating.

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Address_____
City_____ State_____

For More Information Circle No. 307

CP *Memo*

Don't buy carbon or NCR forms until you send for the FREE Cromwell catalog!

CROMWELL PRINTERY, INC.
ROTARY DEPT.
ALBANY 1, N. Y.

For More Information Circle No. 308

raises the feedrollers in unison, enabling the operator to use both hands for stacking. In collating large paper sizes, the operation of the Thomas Collator remains the same as with conventional or smaller sheets. The operator touches a foot button (a foot pedal in the mechanical models) which causes the feedroller in each bin to push out the top sheet in each bin. Operator grasps the sheets, jogs and stacks them and repeats the cycle. Throughout, operator is comfortably seated. All pages are under constant inspection so that blanks or misprints cannot slip by. New operators can become adept at the technique in a matter of minutes. **For More Information Circle No. 113.**

5-DRAWER FILE PLATFORM

Cramer Posture Chair Co., Dept. O, 1205 Charlotte, Kansas City 6, Mo., makes the Cramer Stop-Step Model SS10 for use with five-drawer files. It has a 9"-step height to permit easy access to upper drawers by all persons. Rolls to the next file at the touch of the toe, but

locks securely to the floor at the slightest step. Platform has non-slip safety tread and low guard rails prevent missteps. Cannot snag hose. Also suitable for use in vaults, storerooms, etc. Overall dimensions are 21" x 15" x 12⅞" high, weighs 9 lbs., comes in gray, green, brown and silvertone (special colors available); lists at $33. **For More Information Circle No. 135.**

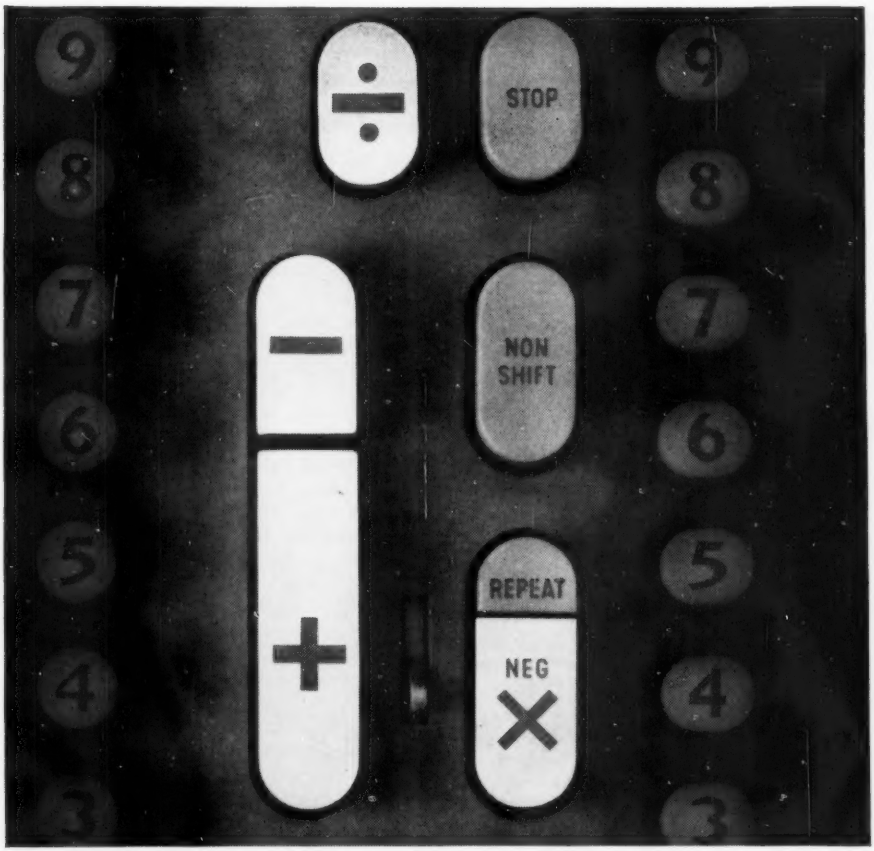
For More Information Circle No. 228

For More Information Circle No. 313

HEAVY MACHINE STAND

Maso Steel Products, Inc., Room 909, 53 W. Jackson, Chicago 4, Ill., makes the 1795-L stand with a glossy, tough, extremely durable Lamidall plastic covered top and continuous piano-hinged drop leaves with elbow type drop leaf arms that lock immediately when leaf is raised and release by a touch of the fingertip. Heavy gauge steel metal parts are finished in chip-proof gray, green, brown, desert sage, and mist green

baked-on enamel. Lamidall tops are available in grained walnut, or driftwood gray satin, and combine extreme rigidity with a contemporary modern design. Raised to casters for moving, or lowered to stationary rubber feet (one adjustable for uneven floors) by means of a chromium plated non-scarring Power-Pedal, these stands incorporate a redesigned elevator mechanism for easier operation and smoother adjustments. The two-piece welded Power-Pedal has smoothed and rounded edges to prevent damage to shoes and clothing, and all corners are rounded to prevent snagging. The broad-base steel cups and channels are also available in this series, as are adjustable clips. Models utilizing cups and channels or clips, have slotted top. Further strength is added by the heavy gauge tubular steel legs, gracefully



The arithmetic of buying a calculator...

Suppose two makes of calculators sell for about the same price. What determines the *real* cost? Is it the price tag . . . or is it the time-saving operating advantages and extra years of efficient service that one calculator will deliver over the other?

Why does a Marchant calculator keep on delivering smooth, quiet service year in and year out over a longer lifetime? The answer . . . a mechanism exclusive with Marchant. Instead of the conventional metal-on-metal, stop-start drive, a train of quietly-revolving, constantly-meshed proportional gears rotates the continuously-flowing dials of a Marchant. And at a speed up to twice the highest speed attainable by other calculators!

Call in the local MARCHANT MAN. He can show you the profitable arithmetic of buying the calculator with the longer life that holds down your capital investment . . . the calculator that offers exclusive operating advantages of great importance to the efficient and economical operation of your business.

MARCHANT CALCULATORS, INC., OAKLAND 8, CALIFORNIA

For More Information Circle No. 226

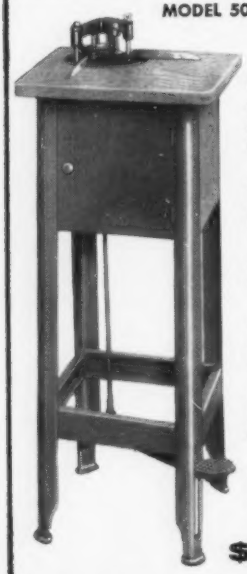
Shear-Action
CORNER ROUNDERS

MODEL 20

$24.00

Prices include one plug-in cutting unit.

MODEL 50 (Foot Operated)



ADVANTAGES:

1. Clean-cut shearing—no chopping.
2. Self-honing knives stay sharp longer.
3. Automatic chip disposal.
4. No bolting of knives to head.
5. Change cutting unit in 3 seconds.
6. No replacement of cutting blocks.

$69.00

Write us for details.

LASSCO PRODUCTS, INC.
485 Hague St. • Rochester 6, N. Y.

For More Information Circle No. 314

curved for additional leg and foot room, and cross-braced to prevent wobbling. **For More Information Circle No. 144.**

MARK SENSING PENCIL

Eagle Pencil Co., 703 East 13th St., New York 9, N. Y., makes the Electronic Scorer Pencil with a special lead for use with test scoring and mark sensing machines. It makes a mark of high electrical conductivity that actuates the tabulating or punching operations of electronic machines used in education, business and government. The pencil carries the Eagle Red Bank trade mark and has a jet black finish with a gleaming bright silver tip and silver color stamping. **For More Information Circle No. 107.**

FIREPROOF CHEST

Schwab Safe Co., Lafayette, Ind., makes the Schwab Model 913 Fireproof Chest with choice of a Yale combination or key lock. Chest provides certified fire

BEVCO Meets Your Needs With Quality

Tubular Steel *VENTILATED* Furniture and Costumers

Complete display NSOEA Conrad Hilton • Chicago, Ill.
September 29-October 3 Booth 308W-309W

4 piece Group Setting $95.00 list

The Welcome Corner

The first impression in your Reception Room
Plastic Webbing and Wrought Iron Furniture

MORE COMFORTABLE—LONGER WEARING ATTRACTIVE—AT LOW COST.

Complete Line of Contemporary Furniture.

Lounge and straight chairs, designed to protect your walls. Assortment of tables with Formica Tops and Expanded Metal Shelves.

The Most Comfortable Office Furniture

Cushioned Comfort
Sit Soft
Sit Safe
Sit Posturally Correct

PS33A

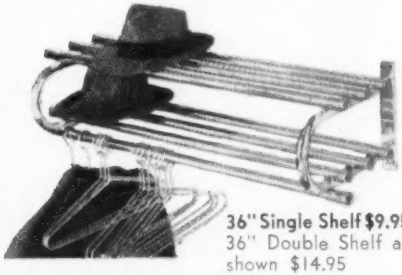
Posture Swivel

6 easy adjustments to fit all body types. Extra wide seat.

COAT and HAT RACKS

STORE MORE GARMENTS IN LESS SPACE. 6-8 per foot.

Mirror like chrome 1" tubular steel.



36" Single Shelf $9.95
36" Double Shelf as shown $14.95

Single or double shelves. 2'-3'-4' and 5' lengths. Sturdi Hangers available open and closed hook.

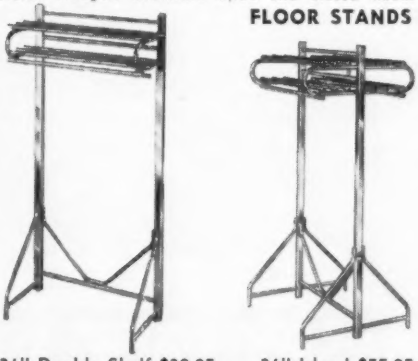
ES45A

Your Body Needs To Breathe For Comfort

Only Bevco permits free circulation of air to entire body.

Complete line of Swivel Chairs and Straight Chairs for Offices and Institutions.

FLOOR STANDS



36" Double Shelf $39.95 36" Island $55.95

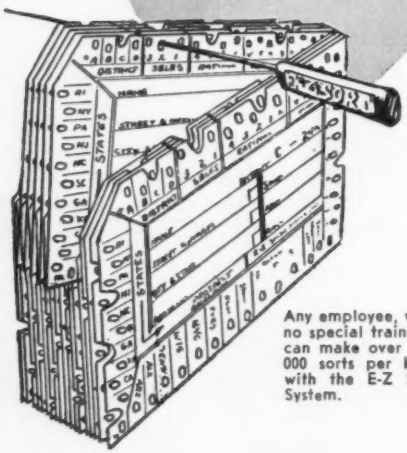
2" Hooded double row oilless ball bearing casters may be had on floor models for $5.00.

Guaranteed Products—Immediate Delivery—Ask Your Dealer or Write Direct

For More Information Circle No. 390

BEVCO PRECISION MANUFACTURING COMPANY
831 Chicago Avenue, Evanston, Illinois

E-Z SORT has the ANSWER to your PROBLEM



Any employee, with no special training, can make over 60,000 sorts per hour with the E-Z Sort System.

CONTROLS . . . SIMPLIFIES . . . EXPEDITES

No matter what records you now keep, you will widen your controls, simplify your systems and expedite whatever work your records control—by switching to the E-Z Sort System.

Let us demonstrate the advantages you can gain with E-Z Sort records, tailor-made for any of your office or plant procedures. Write today for facts.

E-Z SORT SYSTEMS, LTD.
45 Second St., Dept. 3, San Francisco 5, Calif.

Sole MANUFACTURERS of E-Z SORT Systems. Over 50 Offices to Serve You.

For More Information Circle No. 404

protection for one hour at 1700° F. Its outside dimensions are 13⅞" wide, 10⅜" high and 17⅜" long. Inside it is 9½" wide, 6" high and 13" long, and it contains a removable tray. Unit is finished in smooth gray with chrome plated handles. Purchaser receives a Products Insurance Policy protecting the valuables that he keeps in the chest. **For More information Circle No. 169.**

Right At Your Finger Tips A Plastic Binding Kit For Scrapbooks and Albums

(Illustration of two hole kit)

$11.90

Exciting new do-it-yourself binding kit, simple enough for a child to operate Just insert the pages and punch, then pick a colorful binding tube from the spin dial base, snap into place and in seconds you have a real professional-looking colorful volume.

Other models available—write for free booklet to department OF-9

TAUBER PLASTICS INC.
200 Hudson St., N.Y. 13, N.Y. Call WOrth 4-5621

For More Information Circle No. 405

*Attractive** TO CALLERS

Customers are impressed by the extra touch of symmetry that complements your office when you standardize on Consolett stands.

*Attractive** TO THE OFFICE MANAGER

He knows there is no safer stand for valuable office machines . . . neither in strength nor stability.

THIS OFFICE MACHINE STAND IS *Attractive**... ANY WAY YOU LOOK AT IT

THE *Consolett* BY STOLPER

*Attractive** TO THE OPERATOR

She appreciates both the room and the privacy of its enclosed design. She likes the way the Consolett rolls easily and quietly from place to place . . . how, with a flick of a toe, it becomes firmly anchored on four adjustable rubber feet.

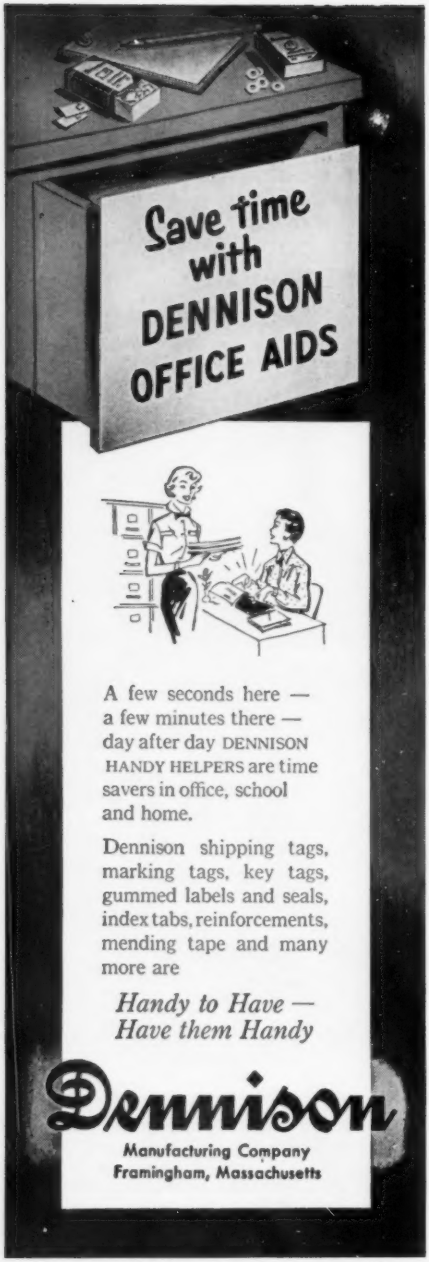
Write for prices and literature, then consider it from any angle. We believe you, too, will find the Consolett attractive.

STOLPER STEEL PRODUCTS CORP.

318 Pilgrim Road • Menomonee Falls, Wisconsin

Some Dealerships Available

For More Information Circle No. 187



For More Information Circle No. 326

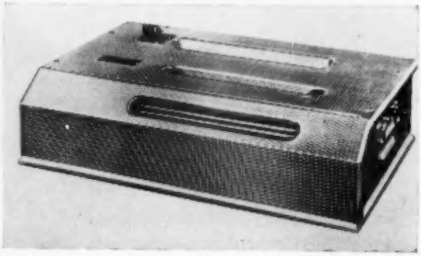
WIDE COPYHOLDER

Lansdale Products Corp., Box 568, Lansdale, Pa., makes the Cop-e-Eez copyholder which fits into a normal desk drawer yet has a swing arm under its movable linefinder to take sheets up to 17″ wide. This provides versatility in

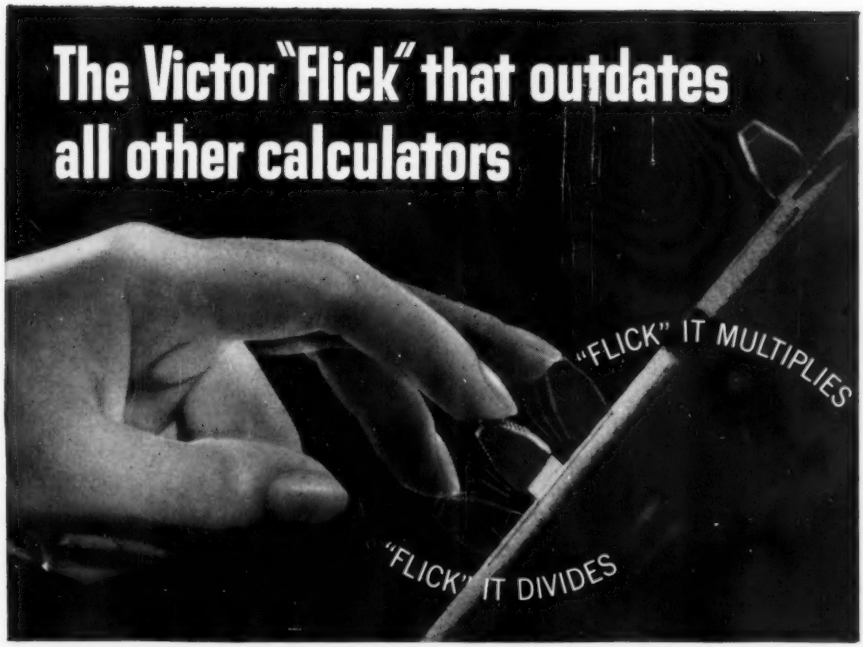
secretarial, tabulating and accounting work. One tap on the wide spacing bar moves the lineguide without looking at it. The Cop-e-Eez is finished in gray with nickel trim, space selector is red plastic and lineguide is green. Retails at $16.90 plus excise tax. For free illustrated literature, **Circle No. 129.**

PORTABLE PHOTOCOPIER

General Photo Products Co., General Photo Bldg., Chatham, N. J., makes the Genco Exact-Fax Portable Photocopier which can be used anywhere under all

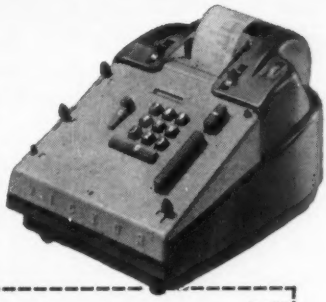


normal office and plant fluorescent or incandescent lighting. The unit is completely self-contained for all necessary operations including exposure and proc-



New Victor Automatic Printing Calculator

Saves You Costly Man-Hours Because It's Simpler, Easier, More Accurate To Use



Exclusive Victor feature lets you *multiply* or *divide* with a "Flick" of your finger. No mental counting. "Up" to multiply . . . "Down" to divide . . . middle position to add or subtract—and all *automatically!*

The new Victor Calculator prints figures *on tape,* just as you would write them. Automatic Constant holds figures for repeated division or multiplication. Total Transfer eliminates need for re-entering totals.

Find out how much this Victor "Flick" can do for you—look under "V" for Victor in the adding machine section of your classified phone book or *mail the coupon.*

VICTOR ADDING MACHINE CO.
Chicago 18, Illinois
Victor-McCaskey Limited, Galt, Ontario
Manufacturers of Business Machines, Cash Registers, Business and Industrial Systems, Electronic Equipment, Electri-Cars

O-956
VICTOR ADDING MACHINE CO.
CHICAGO 18, ILLINOIS
Send me brochure on the New Victor Automatic Printing Calculator, showing *all* the features.

Name .....
Company .....
Address .....
City ..... State .....

For More Information Circle No. 239

THAT'S WHAT MAKES THE BOSS HAPPY . . .

Our 57th year

Artisans of Fine Papers

. . . those clear, sharp impressions he sees every time duplicating work is produced on WAUSAU IMPRESSION PAPERS.

For each of the three major duplicating processes Wausau makes a specific impression paper — with a surface made particularly receptive to the inks used in the process — to assure BEST IMPRESSIONS no matter what process you use.

The complete Wausau Impression Paper line is available nationally through authorized distributors and stationers.

WAUSAU PAPER MILLS CO.

General Sales Offices

111 W. Washinton Street, Chicago 2, Illinois

MILLS at BROKAW, WISCONSIN—Member—Wisconsin Paper Group

For More Information Circle No. 205

essing of dry photocopies. Durably constructed of all metal with stainless steel covering, entire unit weighs approximately 28 lbs. No shielding, darkroom or extra equipment is needed. The Exact-Fax will make about 90 sharp copies an hour, up to 9½" wide and any length. It will make one and two-sided copies, and reproduce all colors. Up to seven multiple copies can be made from one negative for only 4c each. Copies can be made on colored paper for coding or filing. The unit carries a lifetime service guarantee, costs $225 complete ready for use on 110-volt AC. **For More Information Circle No. 150.**

ELECTRIC COLLATOR

Collamatic Corp., 103-9 State Highway 23, Wayne, N. J., announces that their 2400 Series Tandematic Electric Collating Machines are now offered with the new adjustable stroke as an optional feature to permit gathering sheets as small as 5½" x 8½". Collamatic 2400 Collators collate up to 24 sheets at a time. Where only a few odd size sheets are collated, one bank can be supplied for letter and legal size sheets, and the other bank can have the adjustable stroke feature which permits smooth

STOP *guessing* – **START** *saving*

- Chronologically records actual on-and-off time by duration.
- Gives absolute time-study data per operation.
- Establishes true cost accounting.
- Permits supervision of parts replacement, repairs, maintenance.
- Gives total operating time of machine, feed or belt-line.
- Allows ability to anticipate equipment servicing.

$55 **TIME RECORDER + TOTALIZER**

TR+T records on continuous 4-month tape. Uses no ink. No maintenance. Thousands in use in large and small plants.

Now get complete, accurate, documented production data on any machine, process, operation. Eliminates costly, inaccurate spotchecks, time studies.

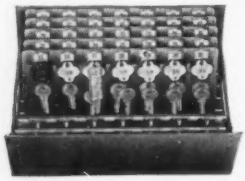
Write for Brochure "J-9"

STANDARD INSTRUMENT CORP. 657 BROADWAY
Division of HEAT-TIMER CORPORATION New York 12, N.Y.

STANDARD INSTRUMENT

For More Information Circle No. 304

A portable office key tray . . .



The **EMBASSY**

LOCK it in desk or file drawers, safes, closets, lockers, etc., it's easily carried to point of use. Offered in five capacities, from 21 to 49, the Embassy has all TelKee system components, and it will give real convenience and security. Specially priced for commercial buyers $15.52 up f.o.b. factory.

TEL KEE

Write Dept. OE-2 today for detailed Embassy specifications and for our new catalog of "complete" TelKee systems for any requirement, large or small.

The **MOORE KEY CONTROL®** *Systems*

P. O. MOORE, INC. • A SUBSIDIARY OF SUNROC CORP.
GLEN RIDDLE, PENNSYLVANIA

For More Information Circle No. 334

LECTERNS for SPEAKERS

Floor & table models. Dealer inquiries invited. Write for free catalog.

KELL-MOR LECTERN CO.

1283 N. Main St. Rockford, Ill.

For More Information Circle No. 335

gathering of sheets from 5½" x 8½" to 14" x 17" without the need for special trays. Conversion from long to shorter sheets is accomplished in a few seconds. **For More Information Circle No. 127.**

FILE SIGNAL

George B. Graff Co., 54 Washburn Ave., Cambridge 40, Mass., makes the Graf-Lok steel projecting file signal that locks on slotted cards. It cannot be

moved or removed by accident and is designed especially for records in constant use. Graf-Lok signals are available in 12 standard colors, packed 100 or 20 of a color to the box. File cards are readily slotted for use with the signal by Graffco's Slot Punch which makes single slots, or by special punch heads for Hummer punches. **For More Information Circle No. 133.**

PLUG-IN FLOOR WIRING

CMG Industries, Inc., 615 South 2nd, Laramie, Wyo., makes Electriduct, rub-

ber over-the-floor electrical conduit which requires no fastening to the floor and is said to be stumbleproof. Office equip-

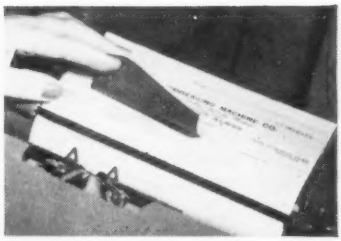
NEWEST TREND IN PAPERWORK SYSTEMS

Weber Stencil for addressing shipments can be cut as part of your paperwork procedure

Two jobs must be done before your products can be shipped — paperwork must be prepared and containers addressed. Here are several modern Weber systems for tying the jobs together at savings in time and effort.

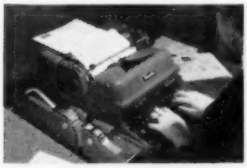
Key to the efficiency of these systems is the Weber stencil which is cut as part of your order-invoice writing procedure and becomes your shipment addressing master. This inexpensive paper stencil can be cut as a by-product of your forms writing on automatic equipment, or separately. Regardless of your paperwork procedure or equipment used, you can integrate the Weber stencil. And once it's been cut, it's ready to address labels, tags or use directly on cartons with Weber hand devices or machines.

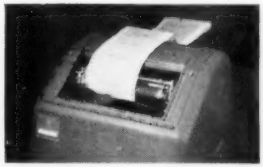
Look into the remarkable advantages of these Weber marking systems right away. See the coupon below.



BY-PRODUCT Weber Tab-On Stencil is tabbed over ship-to area of your invoice, bill-of-lading or shipping forms and cut as a by-product of the forms writing. In one typing, addressing master and forms are prepared with customer's address.

CONTINUOUS STENCIL Weber Continu-Matic Stencils, mounted in continuous form on marginal punched carrier sheet, are cut quickly and easily on typewriter, automatic tabulating equipment, and other punched-card and tape operated machines.





INTEGRATED DATA PROCESSING EQUIPMENT, such as Flexowriter (left) and Teletype (right) equipment, and other punched-card and tape operated machines cut Weber stencils as part of user's paperwork system. Stencils can be adapted to practically any modern forms procedure.

CUSTOMER'S ADDRESS is imprinted directly on cartons with Weber stencil hand device. This popular addressing system is fast, neat and systematic.

Weber Marking Systems

Div. of Weber Addressing Machine Co. Inc., Mount Prospect, Illinois

Creators of systems for addressing and marking labels, tags and containers.

WEBER MARKING SYSTEMS • Dept. 8-I
Mount Prospect, Illinois

☐ Please send information on Weber Stencils and how they can simplify our shipping paperwork procedure.

Name.....

Firm.....

Street.....

City.....State.....

For More Information Circle No. 240

Elbe features
America's most complete line of
LOOSE-LEAF BINDERS
FOR MARGINAL PUNCHED FORMS!

Write for FREE BOOKLET
No. 209 A on Binders
for Marginal Punched Forms!

ELBE FILE & BINDER CO., INC.
Binders & Sales Aids for Every Business Need
FALL RIVER, MASS.
New York Showroom: 411-4th Ave.

For More Information Circle No. 311

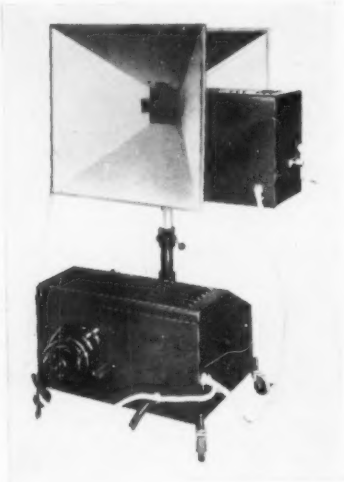
For Your Annual
TYPEWRITER ROLLER CHANGE
FUTURISTIC
STAR PLATEN
Insist on a "Futuristic" 5-Star Platen for Best Results
Manufactured and Distributed to Office Machine Dealers by
AMES SUPPLY COMPANY
Contact your Local Typewriter Dealer

For More Information Circle No. 312

ment on casters easily rolls over it. Duct is 2¾″ wide at the base and rises from a feather edge to an apex of 7/16″. One end is plugged into wall outlet and the other carries a two-way receptacle. Ribs on bottom prevent conduit slipping on floor and enclosed wiring is safe from moisture. Comes complete, ready to plug in, in standard lengths of 4, 5, 6 and 10 ft. Special lengths also available. **For More Information Circle No. 104.**

HIGH POWER ARC LAMP

NuArc Co., 824 S. Western Ave., Chicago 12, Ill., makes the G-150 Motor-driven Arc Lamp with a two way reflector. This is the most powerful lamp and the only motor-driven lamp offered with a single point light source reflecting in two directions. It was developed



for the rotogravure industry to enable exposure of two frames at one time and with exactly the same intensity and color temperature of light. The powerful light develops 150 amps at the carbons. It burns steadily with very little fluctuation and gives excellent coverage. Tested and approved by some of the largest rotogravure houses. **For More Information Circle No. 103.**

The continuing leadership of these truly great Companies is a tribute to sound, farsighted management. Today in their offices *automation for figures* is at work. Throughout the country, large and small businesses are using Monro-Matic Desk Calculating Machines.

With the Monro-Matic Duplex Calculator, figure-work time, costs and effort are measurably reduced. It gives answers to several problems simultaneously. It actually adds as it multiplies, adds as it divides, and by storing individual answers automatically eliminates the time-consuming addition or subtraction of results when the final answer is needed. For new figuring speed and accuracy write or telephone your local office of Monroe Calculating Machine Company, Inc.

General Offices: Orange, New Jersey. Offices throughout the world.

See the MAN from MONROE

for CALCULATING
ADDING
ACCOUNTING
DATA PROCESSING MACHINES

For More Information Circle No. 203

SMEAD

FILING SUPPLIES for MODERN BUSINESS

WHETHER YOU FILE . . . Alphabetically, Numerically, Geographically, Chronologically, or by Subject Indexing, THERE IS A SMEAD SYSTEM ALREADY TAILORED TO FIT YOUR NEED. See your stationer. He will be happy to discuss your problems with you.

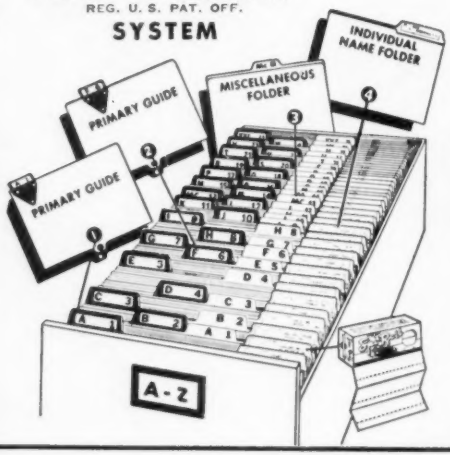
SMEAD TELL-I-VISION INDEX

By using Smead's Tell-I-Vision filing system, you can reduce filing time. The alphabetical-color signal system for finding—and the numerical-color signal system for replacing—make filing easy, fast, and accurate.

SMEAD'S TWO-PLI-TOP FILE FOLDER

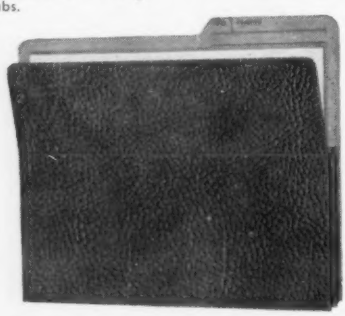
Made doubly thick at the points of greatest wear. Ask for sample.

SMEAD'S TELL-I-VISION
REG. U. S. PAT. OFF.
SYSTEM



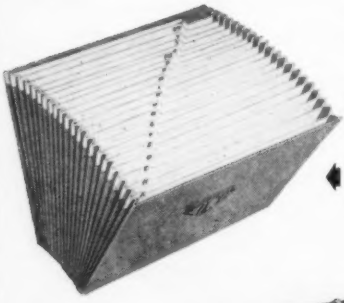
SMEAD'S PROPOSAL COVERS are furnished in many colors and finishes. Also available with open window.

SMEAD'S DESK FILE which is really a correspondence sorter. Available in printed or celluloid tabs.



INDIVIDUAL FILE POCKET

Designed for bulky material. Expansion up to 3½ inches. Ideal for important papers, contracts, etc.



SMEAD'S EXPANDING FILES

Made of leather-like material—long wearing—soil resistant. Made in many sizes with or without flap.

SMEAD'S "ON THE STREET" CARRYING CASE

Perfect for carrying papers in all types of weather. Sheds water—glove-fitted whether partially or fully expanded. Furnished in four sizes.

Smead Manufacturing Company, Inc.
Hastings, Minnesota

For More Information Circle No. 237

CALCULATOR

National Office Machine Co., 229 S. Wabash Ave., Chicago 4, Ill., announces a reduction of 33 1/3% in the price of the Curta Calculator which adds, subtracts, multiplies, divides and extracts

square roots. Weighing only 8 ozs., the Curta fits the hand or pocket and has a capacity of 8 x 6 x 11. It is used throughout the world by engineers, scientists, executives and craftsmen. Precision made for accuracy in all climates. **For More Information Circle No. 140.**

SCREW-HOLDING DRIVER

H. J. J. Co., 268 Marlowe Drive, Oakland 5, Calif., makes the H. J. J. Screw-Holding Driver which prevents dropping

screws, saves time and cuts costs in a variety of applications where screws must be inserted and started in hard-

TRY THIS MODERN WOOD BLOCK STAMP PAD! . . . . . .

Outlives Two Ordinary Stamp Pads

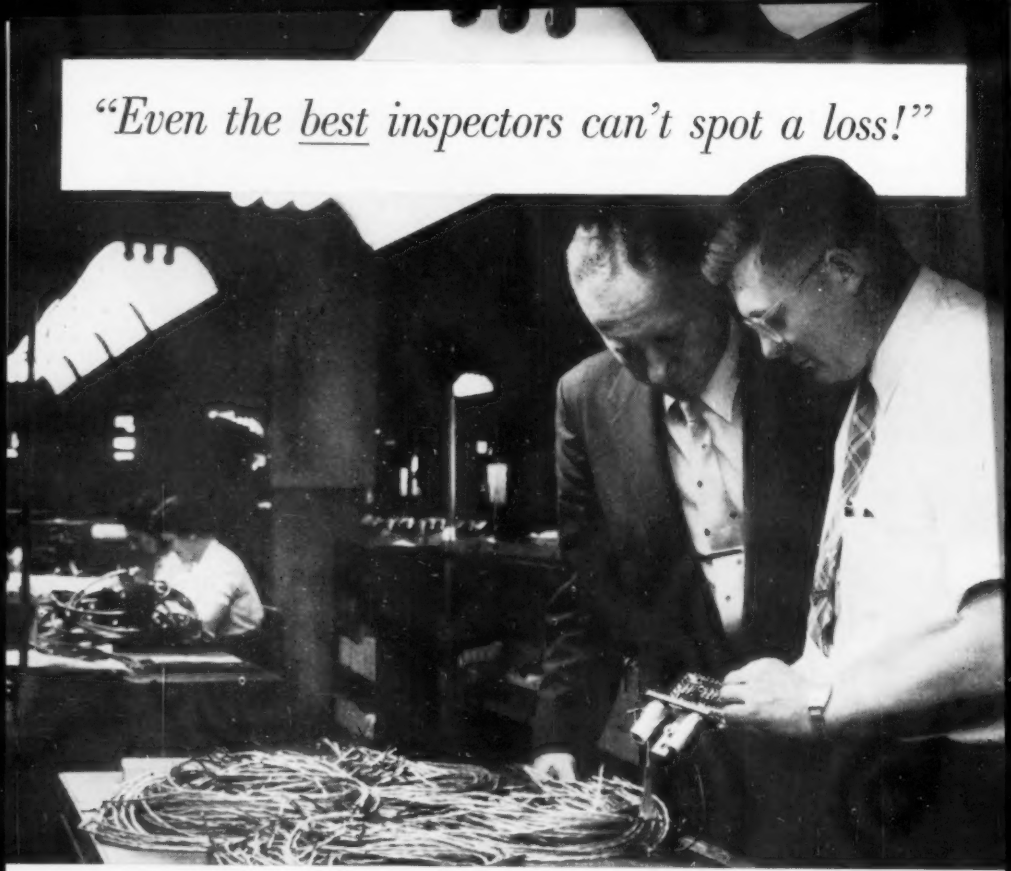
- Wood Block is chemically treated to hold large amounts of ink and to feed just the right amount to the surface!
- Ink dries instantly on paper yet never dries in the pad!
- Pad surface is always flat and firm does not collect lint!
- Ink cannot gush up between the type causing a blurred impression!
- Impressions are always strong, clear, brilliant and waterproof!
- Ink penetrates pad quickly, will not stand on surface as with ordinary pad!
- Clear-Print Ink and Pad are never affected by moisture or humidity!

FREE SAMPLES gladly sent to interested Dealers!

L. A. PHILLIPS, *President*

Phillips PROCESS CO. 192 MILL ST., ROCHESTER 14, N.Y.

For More Information Circle No. 350



The gentleman on the left is the new plant manager. Name of Jameson. He's got a lot on the ball, too. So has his foreman, for that matter.

But Jameson knows a thing or two his foreman doesn't. Like Department 12's high cost picture. In a moment he's going to drop a bomb – along with the figures to prove it could explode. And there'll be no disputing them, either. They were racked up only *yesterday.*

How did he get them? Keysort punched-card accounting. With daily reports on operation costing, Jameson's already spotted lost time – and the reasons for it. But he knows that with timely facts he and his foreman can move fast to protect the product's competitive, profit-included selling price – to correct a situation that, reported late, could mean the difference between "profit leader" and "also-ran."

The McBee Plant Control Plan can give you *fast, accurate* reports on every phase of factory operation. Whatever your size or set-up. At remarkably low cost. Your nearby McBee man has a presentation which will show you how it's done. ***It will take him just one hour from start to finish.*** Phone him, or write us.

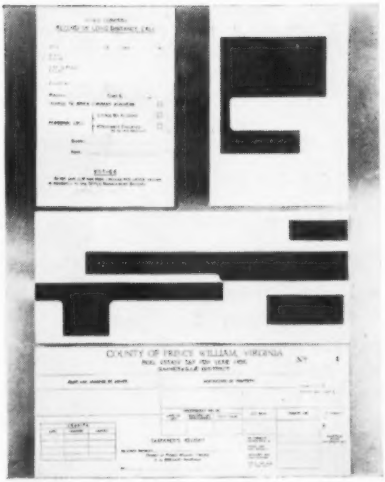
McBEE KEYSORT®

Punched-card accounting for any business

Manufactured exclusively by **The McBee Company, Athens, Ohio** • Division of Royal McBee Corporation
Offices in principal cities • In Canada: The McBee Company, Ltd., 179 Bartley Drive, Toronto 16, Ontario

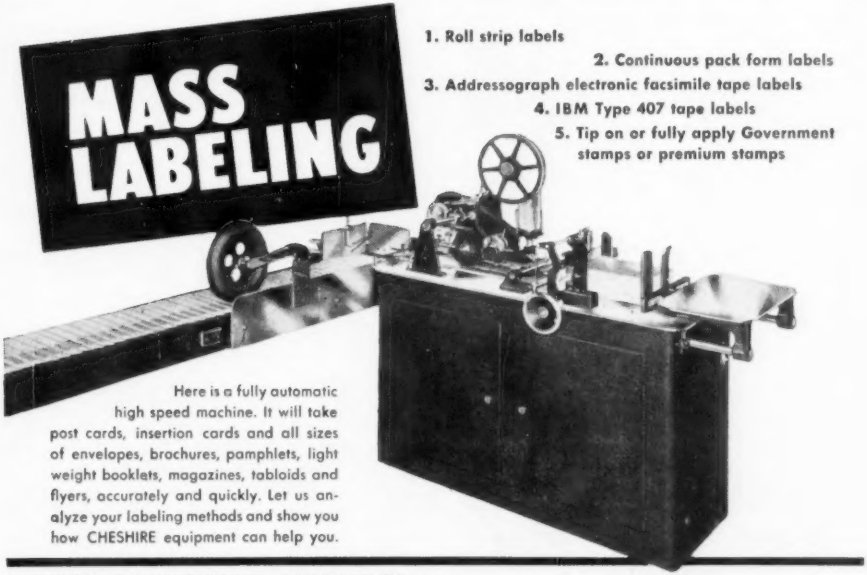
For More Information Circle No. 222

to-get-at places. Twin bits expand to grip the screw as the bit is placed in a closed position, in the screw slot and slight pressure applied to the driver. When the screw has been started, the driver is removed by tapping a release rod. Simplicity of design and precision construction assures long, trouble-free use. Made in a variety of lengths, including 10″, 8″, 6″, and 3″; blade widths of 3/16″, 9/64″, .102″, and blade thicknesses of 1/32″, .022″, and .014″ to handle from No. 0 to No. 1/4 slotted screws. **For More Information Circle No. 139**



SPOT CARBON SAMPLE KIT

Spot Carbon Products, 56 Lafayette St., New York 13, N. Y., offers a free kit containing pertinent information and actual samples of spot carbonizing which applies carbon in certain predetermined areas and shapes to the backs of single or multiple form sets. It employs a hot wax mixture electronically controlled to provide non-smudging carbonizing up to 17 copies. Not only does it eliminate time-consuming carbon sheets, but it provides a method whereby selected information need not be duplicated. **For the free kit, Circle No. 132.**



CHESHIRE MAILING MACHINES, inc. 1644 N. HONORE ST. • CHICAGO 22, ILLINOIS

For More Information Circle No. 327

FAST!! SAFE!!

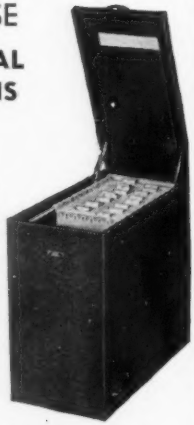
FILING—FINDING

USE

ATLAS VERTICAL FILING SYSTEMS

FOR

- **NEGATIVES**
- **OFFSET PLATES**
- **STENCILS**
- **X-RAYS**
- **SWATCHES**
- **ART WORK**
- **MASTERS**



Write for Complete Catalog

ATLAS HANGERS

A Type for Every Need

Choose the hanger best for your requirements

DNP (illustrated) Nega-Plate envelope hanger for offset plate and negatives

SH for serrated edge offset plates

PH for pinhole edge offset plate

DSH for standard stencils

DGR for foreign heading stencils

PSC for offset plates, negatives, stencils, etc.

GIH Gripdex for group and specialty filing.

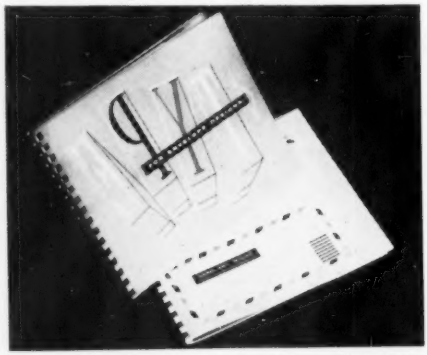
See the new addition to the Atlas Jumbo Line at the NSOEA Convention, Booths C-3 and C-4.

ATLAS STENCIL FILES CORP.
16716 Westfield Avenue, Cleveland 10, Ohio

For More Information Circle No. 343

ENVELOPE TYPE STYLES

Columbia Envelope Co., 2015 N. Hawthorne Ave., Melrose Park, Ill., has published "Type for Envelope Designs," a 100-page, spiral bound reference book which shows how to get the most out of envelope dollars. Fifty-four type specimens, representing the range of Columbia's own printing facilities, are displayed in familiar proverbs and witty sayings. Envelope styles, a variety of accepted methods of displaying postal indicia, suggested corner card designs in black-and-white and color, and paper samples are sprinkled generously through the volume. Numerous business reply forms combining smart design and postal acceptance are also shown. "Type for Envelope Designs" is $1 a copy from above address. **For More Information Circle No. 172.**



DESK

Northwest Metal Products Co., Green Bay, Wis., makes Northwest Desks with a V-expansion drawer. Adjustable front tension and tilt-back follower provide

World's Finest Duplicators

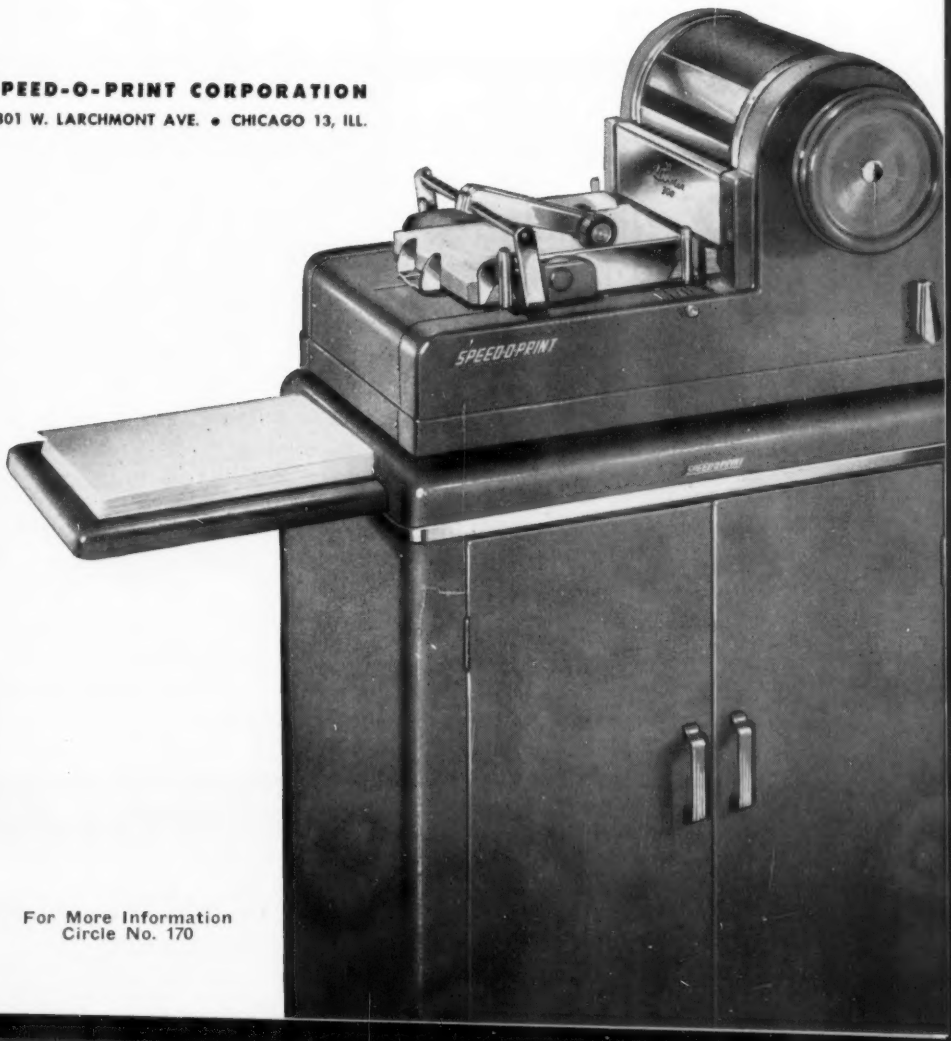
AT THE WORLD'S LOWEST PRICES

Introducing

SPEED-O-PRINT'S

LIBERATOR MODEL 300 ELECTRIC

SPEED-O-PRINT CORPORATION
1801 W. LARCHMONT AVE. • CHICAGO 13, ILL.



For More Information
Circle No. 170

if fire struck your office tonight you could have . . . . this

Complete destruction of valuable papers—like those you are now keeping in your desk. Nothing left here but a mass of charred, useless ashes.

unless you have this VICTOR FIRE DRAWER

Heavily insulated, the Victor Fire Drawer is tested and *certified* to protect paper contents from fire for at least one hour in severe heat reaching 1700° F.

Many important letters, records and other vital papers cannot be replaced. Their protection from fire is essential to you, your office, your business.

The Victor Fire Drawer provides this protection—certified protection *right at your elbow*... only an arm's length from the papers in use on your desk. Remember... nearly *half* of *all* fires strike during office hours. Protect your "in work" papers all night, all day with a Victor Fire Drawer. For full information write today to...

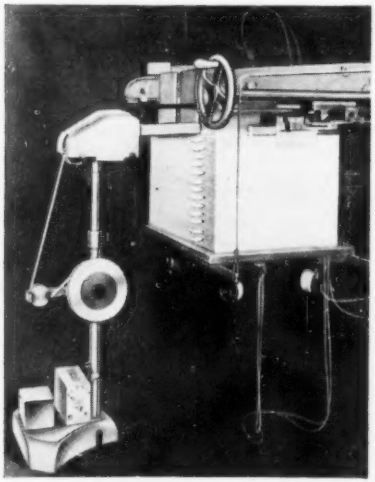
VICTOR SAFE & EQUIPMENT *Remington Rand* DEALER SALES
DIVISION OF SPERRY RAND CORPORATION
315 FOURTH AVENUE · NEW YORK 10, N. Y.

For More Information Circle No. 183

a V-working space which allows 4" additional drawer filing space, full 27" capacity. All drawers have suspension slides. The desk has attractive satin chrome hardware. Lock on center drawer locks all drawers with one key. Standard colors are gray and green with popular pastel shades available. High pressure, laminated cigarette and alcohol proof top, or linoleum top. Made in all styles and sizes. **For More Information Circle No. 174.**

PAPER COUNTER-TABBER

Miller-Lauffer Printing Equipment Corp., 280 Lafayette St., New York 12, N. Y., announces an improved electro-mechanical timer for the Tally-Tab Automatic Counter and Tabber which counts sheets delivered by a press in units of 25, 50, 100, 250 or 500 and inserts a



long paper tab automatically for visible indication of count in the pile of sheets. Special timers allow counting any desired quantities. Timer snaps in and out of the base like a radio tube and will last indefinitely. Timer may be reset to zero and has a make-up switch to correct the count for misses of the press or sheets pulled out for inspection. **For More Information Circle No. 121.**

Big Numbers
boost efficiency

FORCE Columbia

Automatically prints large, legible numbers on file folders, job tickets, time cards, etc., makes for easier reading, faster work. (Provides consecutive, duplicate or repeat numbering.) See your dealer or let us send our catalog—*"How to Select a Numbering Machine."*

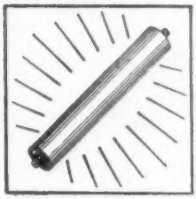
Specify FORCE for the Finest

WM. A. FORCE
A COMPANY, INCORPORATED
216 NICHOLS AVENUE, BROOKLYN 8, N. Y.

For More Information Circle No. 341

"FEDRON" PLATEN RECONDITIONER

Puts a "NEW LOOK" On Old Platens Instantly



Swells indentations and pits. Removes glaze, restoring original dull, slip-proof finish. No mess, speeds up service and shop jobs at a cost of less than 1/3c per platen.

WRITE FOR LITERATURE

Federal Mining & Mfg. Co.
222 Kearney Ave., Jersey City 4, N. J.
For More Information Circle No. 342

TIME STAMP

Records *to the minute* when it arrived . . . how long it took . . . when it left.

See us at NSOEA Convention Booth 205

4-jewel movement — Not expensive. Unconditional full year guarantee. Space for company, dept., etc. name on rubber die.

DORSON CORP.

605 W. Washington — Chicago 6, Ill.

For More Information Circle No. 309

Mail Cart!

Put efficiency in your mail operation! This double-deck polished aluminum mail cart by Chesley lets your mail department categorize incoming mail for quick, error-free delivery. Lower basket for out-going mail. Both baskets are removable.

Write for free brochure — or, better still — order today!
Available in Legal or Letter Size — Please Specify
Size: Length 26½; Width 14; Height 29½
(File Folders Not Included)
$40.00 F.O.B. DETROIT

CHESLEY INDUSTRIES

24777 TELEGRAPH ROAD
DETROIT, MICHIGAN

For More Information Circle No. 310

LABELS FOR ELECTRIC TYPING

Labelon Tape Co., 450 Atlantic Ave., Rochester 9, N. Y., makes an improved flat "Write on it" label especially designed for easy use in all typewriters. The new tape features an extra layer of transparent plastic over the writing surface to prevent possible cutting of the

tape when used in electric typewriters. Labelon flat labels provide a special writing surface protected from smudging, dirt, dust, liquids and most chemicals by a layer of transparent plastic. The labels are now mounted on acetate sheets for easy removal after typing. Available in the Labelon tablet, selling for $1 and offering a wide variety of border colors, widths and lengths. **For More Information Circle No. 143.**

TABULATION TYPING

Remington Rand Div., Sperry Rand Corp., 315 Fourth Ave., New York 10, N. Y., offers a brochure describing a simplified method for typewriter tabulation. Adapted from the book "Typing Simplified," it outlines five simple steps for obtaining perfectly centered tabulation without complicated arithmetical calculations. Using a Remington typewriter with the exclusive Perfect Positioning Scale with zero center, the process becomes even simpler, with two of the five steps eliminated. For a copy of this brochure, **Circle No. 137.**

This Carbon...
WILL PASS THE TEST!

At this very minute, all over the country, thousands of stenographers have STORMS carbon paper poised, ready to place between two sheets of paper and insert into their typewriters. It is at this moment that these stenographers realize the extraordinary handling qualities of STORMS carbon. Silky smooth, non-curling, slip-resistant and extreme serviceability . . . the keys to perfect typing performance. STORMS carbon paper is available in many weights, grades and finishes. Some of the famous STORMS brands are . . . Records Eternal — Cameo — Reliance — American — Cleangrip — Clean-Pull and H.M.S. You'll find them all right at the top in today's high quality carbon paper requirements. Let us tell you more.

RECORDS ETERNAL

"The Complete Line that Stands the Test of Time"

STORMS SERVICE BUREAU

The Storms Service Bureau is ready to help you with special applications of Carbon Paper, Inked Ribbons and Carbon Rolls. You are invited to consult with Storms whenever you get such requests from your customers. No obligation, of course.

H. M. STORMS COMPANY

STORMS BUILDING • BROOKLYN 38, N. Y.

H. M. STORMS COMPANY
Storms Building, Brooklyn 38, N. Y. O-9
Gentlemen:

☐ We would like to know more about the profit possibilities of Storms Carbon Paper. Please send complete information.
☐ We would like a copy of the Storms Catalog.

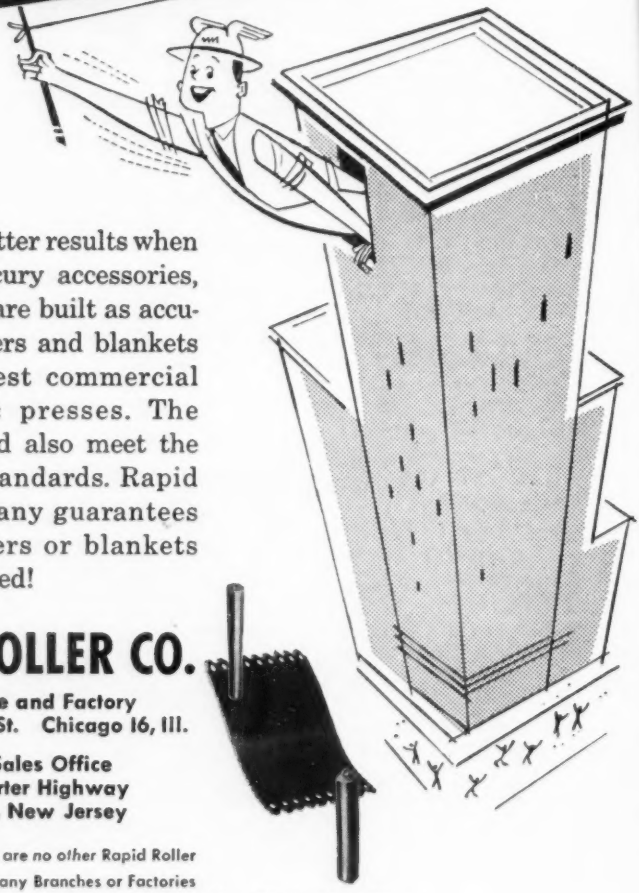
NAME _____
COMPANY NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

For More Information Circle No. 182

Quality Above all!

MERCURY-LITH ROLLERS AND BLANKETS
for Multilith printing machines

MERCURY-GRAPH ROLLERS
for Multigraph duplicating machines



You get far better results when you use Mercury accessories, because they are built as accurately as rollers and blankets for the largest commercial lithographic presses. The materials used also meet the same high standards. Rapid Roller Company guarantees no finer rollers or blankets can be obtained!

RAPID ROLLER CO.

Main Office and Factory
Federal at 26th St. Chicago 16, Ill.

Eastern Sales Office
800 McCarter Highway
Newark 5, New Jersey

IMPORTANT: There are *no other* Rapid Roller Company Branches or Factories

For More Information Circle No. 221

FILE FOLDER DISPENSER

Smead Mfg. Co., Hastings, Minn., has brought out a Self-Selection File Folder Dispenser containing ten Dozen Pack file folders. Each Dozen Pack is cello-

phane wrapped and contains its own product use message. The throwaway dispenser measures only 12 x 9¾ x 4¼ inches. Folders are available square-cut, ½-cut and 1/3-cut assorted tabs. **For More Information Circle No. 161.**

PORTER'S TRUCK

Lexco Engineering & Mfg. Corp., Box 161, Colmar, Pa., makes the Model LT Linen Truck for maximum supply space

CUT reconcilement costs UP TO 90%

with Lithofold's

ELECTRONIC CHECK

a pre-punched Tab Card voucher check set

with no change in your present method of preparing checks

NOW you can reconcile your checks by automated methods—instead of hand sortings.

HERE'S HOW IT'S DONE

The check portion of the set is a tabulating card pre-punched at the factory with the consecutive number.

A sorter will put checks into exact numerical sequence.

A tabulator can list all check numbers cleared, and signal location of missing numbers.

Or a collator can compare cleared checks with a control set of cards.

Total of unmatched checks, plus bank's total pay-out completes your reconcilement . . . at a *small fraction of manual cost.* Many banks offer varying amounts of reconcilement service on these checks . . . which can further reduce your data processing expense.

An Automated Form YOU Can Use NOW

WRITE TODAY for DETAILS!

AMERICAN Lithofold Corporation

500 BITTNER ST. • ST. LOUIS 15, MO.

For More Information Circle No. 320

Cleans Type Restores Platen

Nothing equals Morris Type and Platen Cleaner for quick, easy, safe cleaning of type, platen and rubber rollers. Just touch a valve, spray it on, blot with cleaning tissue. No stained hands, no broken nails . . . no messy rags, brushes, or plastic putty. Morris Type and Platen Cleaner contains *no carbon tetrachloride*—is non-toxic and non-flammable.

To keep type clean as new, use Morris Cleaner daily. To keep keys from sticking, and renew platen and rollers to prevent paper slippage, use Morris Cleaner weekly. It's the modern way to save time and trouble!

Ask for It **$1.50**

At Your Dealers!

DEALERS: Sell this modern type and platen cleaner. Customers like it because it makes their work easier. Write today for complete dealer information.

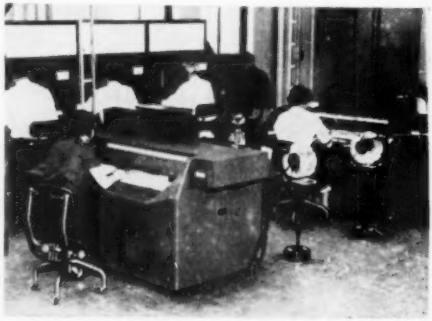
I. T. MORRIS CO.
Box 126, Canandaigua, N.Y.

For More Information Circle No. 339

in porter and janitor work. All steel construction, this strong, easy-to-clean, sanitary truck is welded into a single unit with 5″ stationary casters with soft rubber wheels in center and 4″ swivel casters with soft rubber wheels on ends. Rubber bumpers on all corners. Balanced for easy maneuverability over all types of floors. Finished in dark green lacquer, truck is 50″ long, 22″ wide, 42″ high. Shelves are 20″ x 20″. Short khaki canvas bag, 20″ deep, suspended at one end, and long white canvas bag, 34″ deep suspended at the other end. Also available in a smaller size model having only one canvas refuse bag. **For More Information Circle No. 131.**

UTILITY REPAIR FILE

Ferris Business Equipment, Inc., 45 Seymour St., Stratford, Conn., makes a Ferris Rotary File for telephone and utility repair service departments. It is open on two sides with two convenient writing shelves for use by two or more clerks. Equipped for lights, control switch, clock, dial, built-in compartments



and switchboard—all within easy reach of the operator. The file is designed to contain records of customers' equipment and history of its trouble. One repair clerk has ready access to about 70,000 cards for fast active record handling. Accommodates any size record. Used by the Bell System's answering repair service departments in Connecticut. **For More Information Circle No. 125.**

5 MILLION
SECRETARIES*
L♡VE US _ YET
they don't
even know
our name!

When carbons are crisp, clean, smudge-free, typing flows fast and effortlessly . . . you save time, temper and money . . . and create better sales impressions. To constantly guarantee satisfactory performance, the makers of America's best-selling carbons rely on Schweitzer's high quality carbonizing papers. Schweitzer papers—proved best by test for absorbency, strength, purity, and uniform texture—assure the perfect marriage of fine paper and fine carbon inks.

(Stenographers and typists, too!)

Whenever good impressions count, rely on carbonizing papers by

PETER J. SCHWEITZER, INC.

World's Largest Manufacturer of Fine Carbonizing Papers

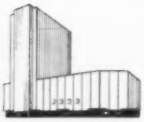
Address inquiries to Elizabeth, N. J.

Mills at: Elizabeth • Jersey City & Spotswood, N. J. • Lee, Mass. • Mt. Holly Springs, Pa.

For More Information Circle No. 227

HOW WILL YOUR OFFICE LOOK IN 1970?

For a preview of the office of the future, don't miss this year's National Business Show in the vast, new New York Coliseum. Only the world's largest exhibition hall could house this gigantic show. The wonders of tomorrow and acres of ideas you can use profitably today.



NATIONAL BUSINESS SHOW

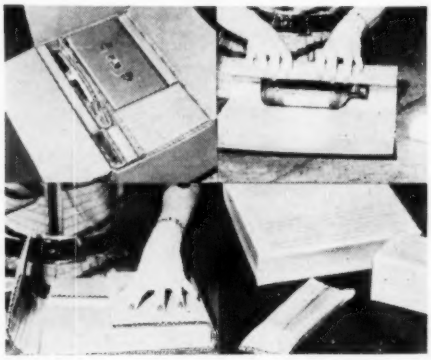
October 15 through 19th
1 to 10 P. M. Daily
New York Coliseum

• *For information and hotel reservations*
RUDOLPH LANG, *Managing Director*
33 West 42nd St., New York 36, N. Y.
PEnnsylvania 6-6760

For More Information Circle No. 208

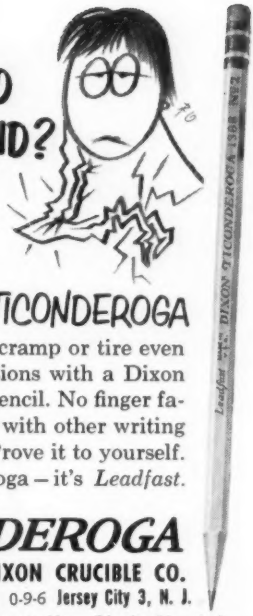
PACKING ADVICE

Kord-Mar Co., 204 Lockerbie, Wilmette, Ill., makes the Kord-Mar Cutter and Crimper which converts used corrugated board into ideal wrapping and packing material. They offer a booklet



which shows how the machine is used and how much users have saved in costs by using material which was formerly discarded or sold for a few dollars a

SHATTERED SHORTHAND?



Not with TICONDEROGA

Fingers won't cramp or tire even after long sessions with a Dixon Ticonderoga pencil. No finger fatigue common with other writing instruments. Prove it to yourself. Try Ticonderoga – it's *Leadfast*.

TICONDEROGA

THE JOSEPH DIXON CRUCIBLE CO.

Pencil Sales Division, 0-9-6 Jersey City 3, N. J.

For More Information Circle No. 336

Southern Folder & Index Co.

P. O. Box 1232, El Dorado, Ark.

manufacturing *standard* and *special* filing requirements

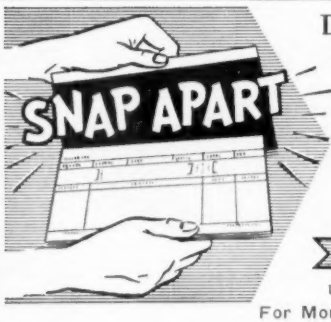
FORM FOLDERS — Printed Your Copy

"In Stock" — Attorney Folders — Report Covers

Funeral Folders — Ledger Folders

Samples Furnished *Inquiries Answered Promptly*

For More Information Circle No. 337



DEALERS: Liberal Discounts – Delivery you can depend on All forms carry YOUR imprint. No inventory, equipment, shipping or warehouse costs. Write TODAY to New Dealer, Dept. 1, 1600 E. 26th St., Little Rock, Arkansas

ONE-TIME Carbon Forms

Increase Efficiency, Reduce Costs

Sold through our Dealers only . . .

INTERNATIONAL BUSINESS FORMS

INCORPORATED

FORMERLY ARK-N-SETS, INC.

1600 E. 26TH STREET • LITTLE ROCK, ARKANSAS

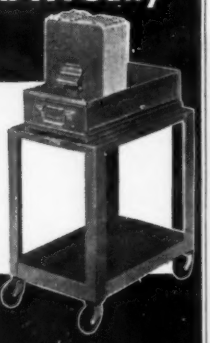
For More Information Circle No. 338

NSOEA CONVENTION
ROOM 612-A

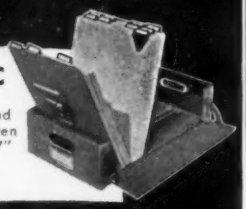
P.E.C.

"MATIC"

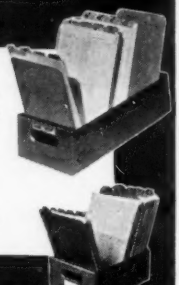
means INCREASED OFFICE EFFICIENCY
...autoMATICally



DUO-MATIC
POSTING TRAYS AND STANDS . . . Tray models for sheet sizes from 7" x 11" to 12" x 12". Stands available in skeleton, fully enclosed or with Filing Drawer.



PORTA-MATIC
Trays available in 12", 14¾", 18", and 23¾" lengths and ten widths from 5" to 17" Lightweight . . . Portable.



TILT-O-MATIC
Five sizes for all standard register and sales book forms.

V-MATIC Tray
Ideal housing for writing board and machine accounting records requiring small capacity. Eight sizes.

Write for prices and literature

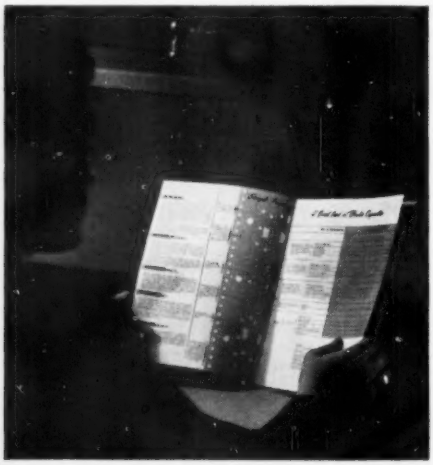
P.E.C. POSTING EQUIPMENT CORP.
1026 Niagara St., Buffalo 13, N. Y.

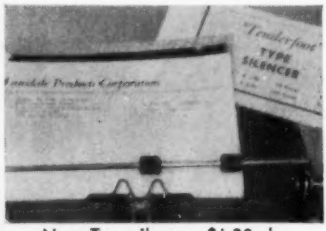
Canadian Representative: J. J. Carter Agencies, 901 Yonge Street, Toronto 5, Ont.
For More Information Circle No. 391

ton. The booklet contains a suggested layout for an efficient packing department and pictures standard wrapping and packing techniques for different kinds of merchandise. For a free copy of this useful booklet, **Circle No. 155.**

CATALOG DATA

Heinn Co., 326 W. Florida St., Milwaukee 4, Wis., offers a 16-page booklet, "Facts at Your Fingertips," containing information on planning catalogs, sales or service manuals, price lists, sales presentations and sample cases. The booklet gives a quick visual reference to many details such as sheet sizes, paper stocks, new and functional methods of indexing, punching, binding margins, cartoning and cover designs. It also describes basic





New Typesilencer $1.20 dz.

USE "TENDERFOOT"

Lansdale Products Corporation
Box 568 Lansdale, Pa.

NSOEA
ROOM 634A

For More Information Circle No. 392

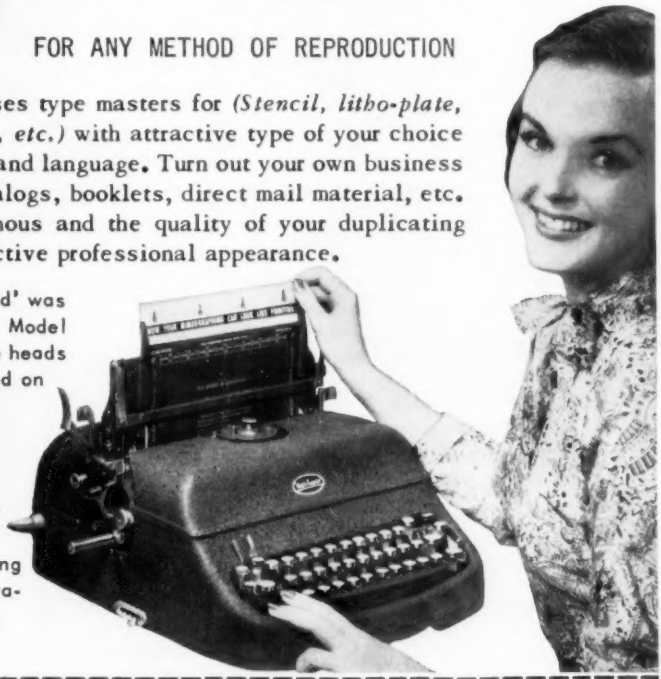
Instantly Changeable print-style type

GIVES ANY DUPLICATING PROCESS A PRINT-LIKE APPEARANCE

Slip a new set of type fonts into position in two seconds. Switch to matching italics or a foreign language—by turning a knob. Changes can be made in the middle of a sentence. It's that simple! There are hundreds of styles to choose from.

FOR ANY METHOD OF REPRODUCTION

Vari-Typer composes type masters for *(Stencil, litho-plate, offset, hectograph, etc.)* with attractive type of your choice in any style, size and language. Turn out your own business forms, menus, catalogs, booklets, direct mail material, etc. Savings are enormous and the quality of your duplicating will have an attractive professional appearance.



Body copy for this 'ad' was composed on the Model *DSJ Vari-Typer*. The heads were photo-composed on the *Coxhead-Liner*.

Vari-Typer®

The coupon will bring you illustrated literature and specimens.

Ralph C. Coxhead Corporation

720 FRELINGHUYSEN AVE.
NEWARK 12, N. J.

Please send me Booklet C81

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COMPANY.....

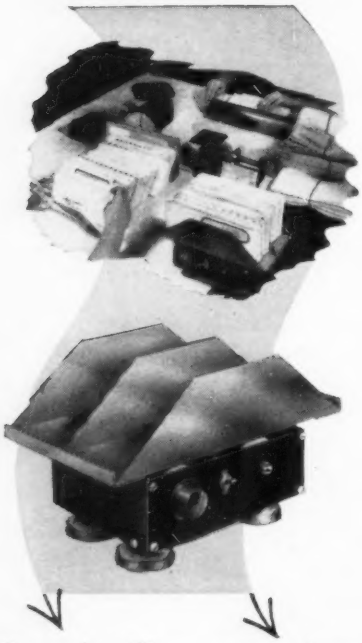
ADDRESS.....

CITY .....ZONE..STATE.....

For More Information Circle No. 266

SYNTRON **Vibrating**

ENVELOPE JOGGERS



Speed office procedure reduce costly damage

Eliminates cut or torn correspondence. Open envelopes quickly and safely without danger of mutilating contents. SYNTRON ENVELOPE JOGGERS automatically align contents of envelopes for fast, clean opening either by manual or machine methods. Save time and save money—

Write for Catalogue — FREE

SYNTRON COMPANY
715 Lexington Ave. Homer City, Pa.

For More Information Circle No. 305

binders, all of which can be custom-designed to individual requirements. Most of the information in the booklet is the result of 50 years' experience in manufacturing loose-leaf binders and other selling tools. For a free copy, **Circle No. 130.**

HAND CLEANER

American Detergent Co., 370 Seventh Ave., New York 1, N. Y., makes Mighty-Kleen, a waterless liquid hand cleaner for removing difficult stains such as gentian violet, iodine; hectograph, marking and printing inks; carbon, dyes, mastics,

grit and grime. It contains skin lubricating oils, lanolin and hexachlorophene, a healant and antiseptic; yet is as mild as facial soap. Available with low priced, sturdy 32-oz. metal dispenser and mounting bracket. Mighty-Kleen comes in 1 and 5-gal. cans; 15, 30 and 55 gal. drums; and in handy 12 and 32-oz. dripless spout cans. **For More Information Circle No. 147.**

PORTABLE TYPEWRITERS

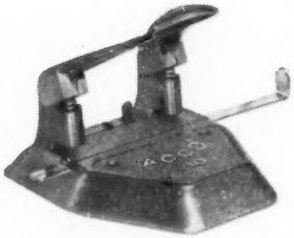
Remington Rand Div., Sperry Rand Corp., 315 Fourth Ave., New York 10, N.Y., makes two new typewriters, featuring the latest developments in color-styling and typing efficiency. The portable Quiet-riter, and the Office-riter which

NOW IN COLOR!

The Famous

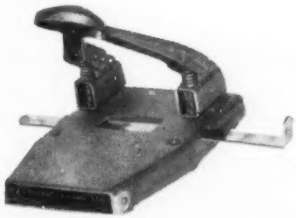
ACCO PUNCHES

No's. 10 and 110



COLOR is in fashion! And you'll find new eye appeal, new style attraction, in these famous Acco products. We've dressed the already-most-popular Acco Punches #10 and #110 in your choice of five colors in addition to the standard gray finish.

Every office needs at least one Acco Punch and now you may suit your color fancy, match your decorative scheme, or identify each punch with its proper desk location by selecting from Fireman Red, Pastel Blue, Pastel Green, Frost Green (Mist Green), Frost Tan (Desert Tan).



Ask your stationer to show you these top quality, versatile, colorful new Acco Punches now—or if he hasn't yet secured a color assortment, write us his name and we'll see that you are supplied.

ACCOBIND folders

ACCOPRESS binders

PIN-PRONG binders
(for marginal multiple punched forms)

ACCO clamps

ACCO punches

THE ACCOWAY SYSTEM
(for filing Blueprints and all large sheets)

ACCO PRODUCTS, INC.

Ogdensburg, New York

In Canada: Acco Canadian Co., Ltd., Toronto

For More Information Circle No. 267

can also function as a portable machine, have four new characters: plus sign, equal sign, exclamation point and num-

eral one; and are available in white sand, mist green and desert sage in addition to standard French gray. There are new leather-trimmed cases in the Quiet-riter, Office-riter and Letter-riter lines as well as a newly designed brown leather-covered case for the Travel-riter. Adding machines, electric and hand subtract models, are also available in honey beige, desert sage and mist green as well as the standard gray velour. **For More Information Circle No. 101.**

DESKS

Corry-Jamestown Corp., Corry, Pa., is using Fiberglas-reinforced plastic in its Correlation line of steel office desks and

modular units. The principal advantage of the material is its ability to retain its original appearance indefinitely. It will not dent under any circumstances and

For More Information Circle No. 345

LETTEREX

Trade Mark Reg.

MANIFOLD CARBON PAPER SETS

For your

General Office Correspondence

Write:

The LETTEREX CORPORATION

1640 Connecticut Avenue, Washington 9, D.C.

For More Information Circle No. 258

KLEEN-ALL®

Newly Improved CLEANSING CREAM

Now packad in unbreakable beautiful ½ lb. and 1 lb. PLASTIC CONTAINERS

For Removing
- All Hectograph
- Spirit Carbon & Ribbon Stains
- Mimeograph
- Multigraph
- Ball Point Pen Ink Stains

Kleen-All removes stains fast. Leaves hands soft and smooth. Does not remove or discolor fingernail polish. A 100% pure cream—no filler used. Contains no impurities which have to be hidden with color. The SNOW WHITE cleansing cream made solely of cosmetic ingredients. Can be used for removing stains from clothes.

CONTAINS LANOLIN

KLEEN-ALL will not deteriorate, harden or shrink while standing on your shelf. UNCONDITIONALLY GUARANTEED FOR ONE YEAR.

We also manufacture high quality DUPLICATING FLUID.

Our products can be ordered through your local supply house.

Write for price list and FREE 2 oz. sample jar.

KRAYER MANUFACTURING CO., Inc.

542-548 Pine Street Elizabeth 1, N. J.

For More Information Circle No. 261

TYPEX

the MIRACLE type-cleaner

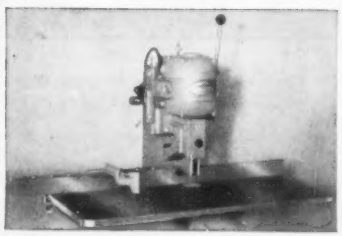
GONE FOREVER are the messy, dirty, old fashioned brushes and liquids that spatter clothes and work or the gums which must be kneaded before using and smear fingers. "TYPEX" is the modern type-cleaning device with interchangeable adhesive refills. Keeps type sparkling clean, leaves the typist's hands immaculate. Works fast. Satisfaction guaranteed. Write today for free folder.

MICHAEL FRUMKIN

87-11 35th Ave.
Jackson Heights 72, N. Y.

For More Information Circle No. 260

YOU PAY FOR IT WHETHER YOU BUY IT OR NOT!



Save costly, time-consuming "farming-out." The small investment in a PIONEER PAPER DRILL is soon repaid and then goes on making money for you instead of someone else. Anyone can operate. A production machine with such quick set-up that short runs are a special delight. The best value of all time. Accessories for cornering, slotting and slitting. Write for literature today.

PIONEER

1130 NEBRASKA • TOLEDO 7, OHIO

For More Information Circle No. 259

Graffco

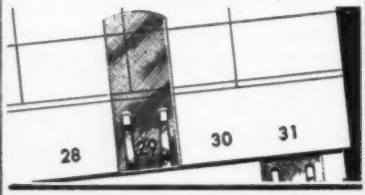
Signals for Business

Nu-Vise METAL SIGNALS for Vertical Records

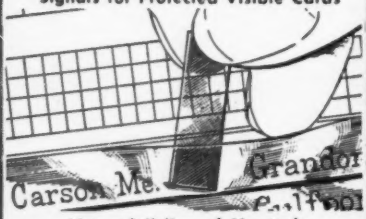
Nu-Viz METAL SIGNALS for Visible Systems

No. 04 No. 09 No. 02 No. 08 No. 06

Cellugraf TRANSPARENT SIGNALS for Visible Systems



Crimpgraf TRANSPARENT CRIMPED Signals for Protected Visible Cards



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54 Washburn Ave., Cambridge 40, Mass.

For More Information Circle No. 332

even severe abuse will not scuff or discolor it. The struts, or legs, of Correlation units are molded of polyester resin and strands of Fiberglas yarn. The yarns, whose tensile strength compares with that of steel while being lighter in weight reinforce the plastic, much as steel rods reinforce structural concrete. At present only the desk struts are made of this material, but additional applications in the office furniture field are under testing. **For More Information Circle No. 175.**

ADJUSTABLE CASTER-GLIDE

Adjustable Caster Company, 1411 Walnut Street, Philadelphia 2, Pa., makes the Lokswiv double ball bearing adjus-

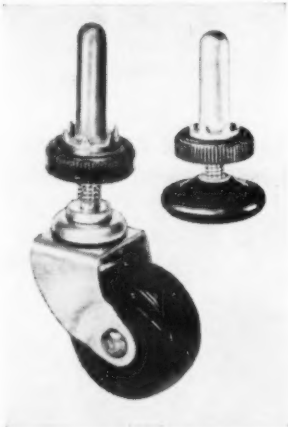

table caster and glide combination which provides fast on-the-spot finger adjustment for leveling, stabilizing and pro-

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tecting equipment or furniture used on uneven floors. The self-locking adjustment permits a portable piece to be moved across the floor without the adjustment changing. The caster's 1⅝"-diameter phenolic, plastic wheel can swivel, yet the height adjustment remains self-locking at all times. If a typewriter stand, desk, table, etc., is moved to a new location for use where uneven floor conditions are encountered, or legs are partly on or off rugs, instant finger adjustment is available. No wrenches or locknuts are used. A plastic base adjustable glide can be used in place of the wheel. Glides come in 1¼", 1½", and 2"-diameter sizes. The socket is standard for use with either caster glide. Sockets are available with welding projections for metal installations, with screw holes for wooden legs or drive-on socket for wood installations. **For More Information Circle No. 112.**

RECTANGULAR SLIDE RULE

Brandt Corp., Box 465, New Orleans, La., makes the Brandt Scaleograph which enables the user to draw rectangles of

all sizes in proportion to each other. The adjustable, translucent vinylplastic, L-shaped members have inch and pica

attractive

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office aids

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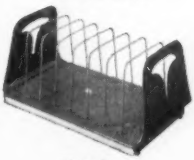
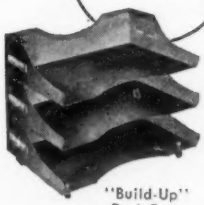
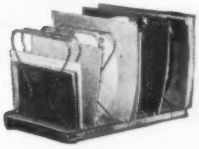

Cata-Rack

File-A-Sist


"Build-Up" Desk Tray

Kleradesk (Steel and Steelless)

Adapto-Rack



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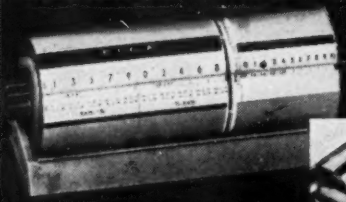

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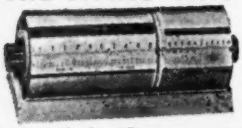

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scales and move on a stainless steel rod. They can be set to any desired proportion for scaling photographs or other copy for reduction or enlargement. Especially useful when it is necessary to reproduce a number of photos or illustrations of different sizes in one uniform size or proportion. Priced at $12.50. **For More Information Circle No. 134.**

How Much for Water?

(Continued from page 108)

self. An alternative here is to use a bottle type cooler which requires no plumbing and can adequately serve a large number of persons. Another choice is the conventional pressure cooler with a built-in waste bucket (a supply line is still necessary but no drain return is required). In any case it is best to consult a plumbing contractor or distributor.

When you are ready to relocate your water supply, it's best to announce to your employees in advance that it is going to be done and tell them why. This will help calm any ruffled feelings that may be created by upsetting office or plant prestige patterns. Studies have shown conclusively that workers are often inclined to rate their importance and hence their willingness to produce not only in terms of their wages but in terms of prestige symbols such as proximity to office conveniences such as watercoolers, nearness to windows, etc. By handling the situation judiciously, you can go a long way towards making all your employees happier while you are realizing savings.

Work After Dark

(Continued from page 124)

p.m. processing checks to be presented at the 2 a.m. clearing and for out-of-town dispatch. Another group processes checks for the 8 and 9 a.m. clearings. These two forces account for the bank's annual volume of about 30 million checks. In the bookkeeping department,

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STENCIL DUPLICATOR ®

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Hand Stamp
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On the U.S. market
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It is a machine that will absolutely prevent the mutilation, alteration or forging of the figures in (D Type) checks and other valuable securities.

Nippō Machine Industry Co., Ltd.
Tenjin-cho, Nishi-ku, Yokohama, Japan

For More Information Circle No. 360

Bookkeepers who work after dark in the Guaranty Trust's foreign department.

12 men work from midnight to 8 a.m., sorting and proving checks received at the 2 a.m. clearing.

The stock transfer section's 11 members arrive at the Brooklyn office at 5 p. m. to prove certificates issued and cancelled against the transfer sheets. They also check surrendered certificates with the estopped file to assure there is no stop transfer against a surrendered certificate. They mail copies of the transfer sheets to customers and prepare stock certificates for delivery to the New York Stock Clearing House. Gen-

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For More Information Circle No. 372

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The Read-A-File Cabinet is a protective file that keeps stencils and plates wrinkle-free. It permits full-length inspection and quick access to any one of up to 400 stencils or 200 plates. The hanger unit, with 50 clips, rides on ball bearings. Each clip is on its own rod and can be removed without disturbing the others. It's new and different.

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For More Information Circle No. 373

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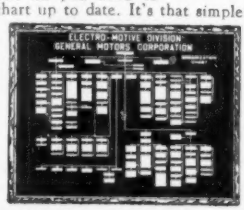
THE
COFFIELD
EVERLASTING
Interchangeable
ORGANIZATION CHART

A typist, a typewriter and typing paper are all you need to keep your chart up to date. It's that simple!



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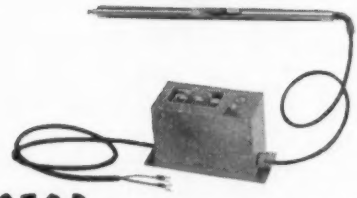
For More Information Circle No. 262

OFFSET DUPLICATOR USERS



STOP paper static electronically!

The Chapman Static Eliminator attaches easily to the Multilith 1250 or Davidson, and other duplicating and business office equipment . . . lowest-cost electrical static eliminator available. Approved by UL — completely safe. Cut waste . . eliminate delivery trouble . . . reduce offsetting . . . save money. Write today for more information about the

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manufactured for
Whitin Business Equipment Corporation
Whitinsville, Mass
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It's the **BLADE** that makes the difference! . . . the razor-sharp, replaceable blade found only in the

ORIGINAL DUX Precision Pencil Sharpener

Always a sharp point with a twist of the wrist. Spill-proof container in choice of three colors; wide variety desk and pocket models, including genuine leather-gold tooled. FINE FOR CHRISTMAS GIFTS. See your stationer or write

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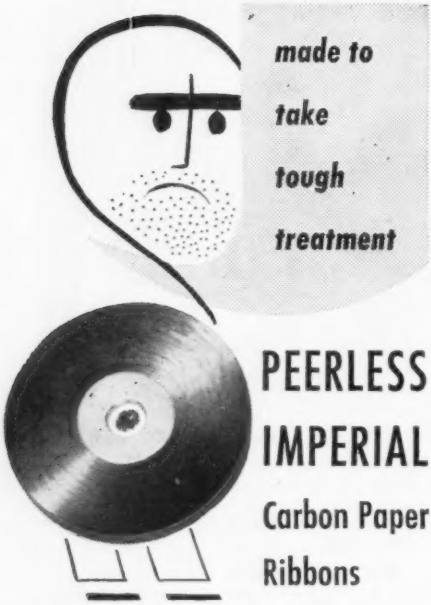
FELINS TYING MACHINE CO.
3351 N. 35th St.
Milwaukee 16, Wis.
For More Information Circle No. 265



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So many offices now insist on the one paper ribbon that's made to take it. PEERLESS IMPERIAL uses stronger, specially designed tissue. Examine the smooth edges —no nicks, no invitation to ripping. Wound tighter, won't unravel when handled carelessly.

Best of all, you get crystal clear, print-like impressions. Great for multilith, offset or photo reproduction, too. 6 colors, 4 degrees of write. Silver streak a foot from the end warns when roll is running out. If your dealer can't supply, be our guest. Write for Free sample. Dept. O-9.

PEERLESS *Imperial* COMPANY, INC.

Peerless Place, Newark 12, N. J.

For More Information Circle No. 356

erally this work is finished in time to allow the staff to be home by 2 a.m.

The stock bookkeeping section's 22 employees come in at 5:30 p.m. and work until 12:30 a.m. Their duties consist of proving the posting media prior to posting stockholders' ledgers, and verifying postings made by the day force. They also assist in the general work of stock bookkeeping and, at times, are assigned to transfer services to help on proxy and dividend work.

In addition to the 16 people who process outgoing mail from 2 to 10 p.m. the mailing division has seven men who report for work at midnight and remain until 8 a.m. Their main job is opening mail so that it can be delivered to the proper desks the first thing in the morning. Throughout the night they make trips to the transit department with mail deposits containing checks.

The largest group of night owls are not clerical workers. At 5:30 p.m., 88 cleaners descend upon the offices and leave them sparkling when they finish at 10:30 p.m. Then 24 night porters perform the heavier cleaning tasks such as

"Get down to that office—and show them who's boss!"

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Blue	L23	L33	L13
Red	L24	L34	L14
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30¢ per 6" strip with blank cardboard inserts

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Experienced buyers of business machines recognize the importance of obtaining quiet, dependable operation. This accounts for the increasing preference for office appliances driven by special application Lamb Electric motors . . . known for long-life and trouble-free performance.

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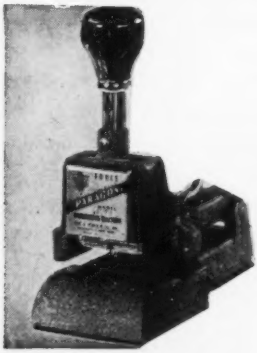
SCATA-GRIME MFG. CORP.
MAMARONECK, N. Y.

For More Information Circle No. 254

NUMBERING THRU CARBON SNAP-OUTS?



Force Paragon Model IC automatic numbering machine developed with an eye to efficiency and flexibility for use with carbon snap-out forms. It features a hard rubber impression bed and a rubber base to contain noise. The Paragon is equipped with 7 sharpfaced 3/16-inch Gothic figure wheels. It numbers consecutively duplicate and repeat. Guaranteed to go thru 6 to 8 carbon copies with ease.

FORCE WESTERN, Inc.
216 W. Jackson Blvd., Chicago 6, Ill.

For More Information Circle No. 255

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. . . the New Double-Ended Ball-Point Pencil

• writes RED • writes BLUE

another Koh-I-Noor exclusive . . . the only two-in-one ball point pencil of its kind on the market.

√ *polished brass nose-pieces*
√ *light wooden barrel*
√ *full-length red & blue ball-point inserts (easily replaced with available refills)*

Packed either 12 Koh-I-Balls on a display card or in a dozen box.

Retail price 49c
trade and quantity discounts available.

Koh-I-Noor Pencil Co.
Bloomsbury, New Jersey

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Easiest way to file and find confidential maps, blue prints, tracings, etc. Metal cabinet file with locking doors. 112 tilting tubes handle 60" prints. Tubes are indexed for quick location.

PATENT NO. 1610368. Other Patents Pending.

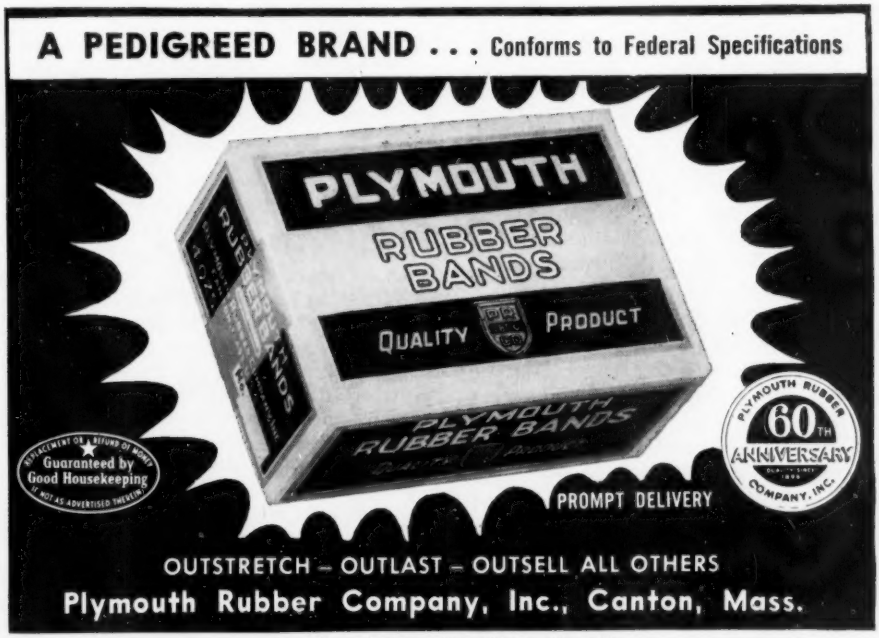
SCOTT-RICE COMPANY
610 S. Main Tulsa 3, Okla.

For More Information Circle No. 257

Night staff in the stock bookkeeping section of Guaranty Trust Co. of New York.

mopping and waxing from 11 p.m. to 8 a.m. Building engineers are on hand around the clock, taking care of piping, steam, gas, electricity and refrigeration.

Last, but not by any means least, are the two men who prepare the 11 p.m. and 2 a.m. meals in the company restaurant and double as chefs, bakers, countermen, bus boys and dishwashers. These two men handle the entire job, leaving the kitchens and dining rooms as clean and orderly as they found them. One man performs the same tasks in the Brooklyn office for the night transfer team. The total night force represents 5% of the entire Guaranty staff.



For More Information Circle No. 349

NEWS of the Office

33rd LOMA Conference

The annual conference of Life Office Management Assn., will be held at the Edgewater Beach Hotel, Chicago, Sept. 17-19. The annual banquet on Monday evening, Sept. 17, will honor Frank L. Rowland who is retiring as managing director after 32 years service to LOMA. Guest speaker at the dinner will be Edmund Fitzgerald, president, Northwestern Mutual Life Insurance Co. Twenty-two manufacturers have accepted invitations to exhibit their equipment during the conference. Conference registration information and copy of the complete program can be had from Life Office Management Assn., 110 East 42nd St., New York 17.

NABAC Convention Program

The program for the 32nd Annual Convention of the National Assn. of Bank Auditors & Controllers at the Shoreham Hotel, Washington, D. C., Sept. 17-20, was announced by Robert F. Goodwin, NABAC president. A panel of supervisory authorities will discuss auditing and bank examinations. Another session, Electronics Prospects in Banking, showing what to expect in the future, will be made by leading machine manufacturers. Franklin A. Gibbons Jr., general convention chairman, said that two entire sessions will be devoted to simultaneous meetings. At one, problems of small banks will be discussed; the other meeting will review problems of large banks. There will be sessions on safe deposit operations and safeguards; gimmicks, techniques and forms; do-it-yourself audit and control; and presentation of a complete audit program, and a program of continuing control. Delegates will hear discussions on: bank forms, night operations—bookkeeping and proof, income and expense budgeting, continuous controls and salary administration. Exhibited will be 76 booths of bank equipment and service companies.

President of NSA

Martha Rosamund

Martha Rosamond was elected president of the National Secretaries Assn. (International) at the annual convention in Detroit. Miss Rosamond is secretary-manager of the Spokane advertising office for the Times Publishing Co.

Data Processing Course

A comprehensive course on the application of electronic data processing equipment will be held in the Hotel Roosevelt, New York, Sept. 17-21. Sponsored by Canning, Sisson & Associates of Los Angeles, and Data Processing Counselors of New York, the 30-hour course is tailored to the interests of management. Emphasis is on the efficient use of electronic data processing, to insure that management will derive the benefits that electronic systems can produce. Those who attend the course will require no special knowledge of electronics nor any preparation in mathematics. Past courses have been held by companies to train personnel in the operation of their own machines. This course will present the general principles guiding the planning

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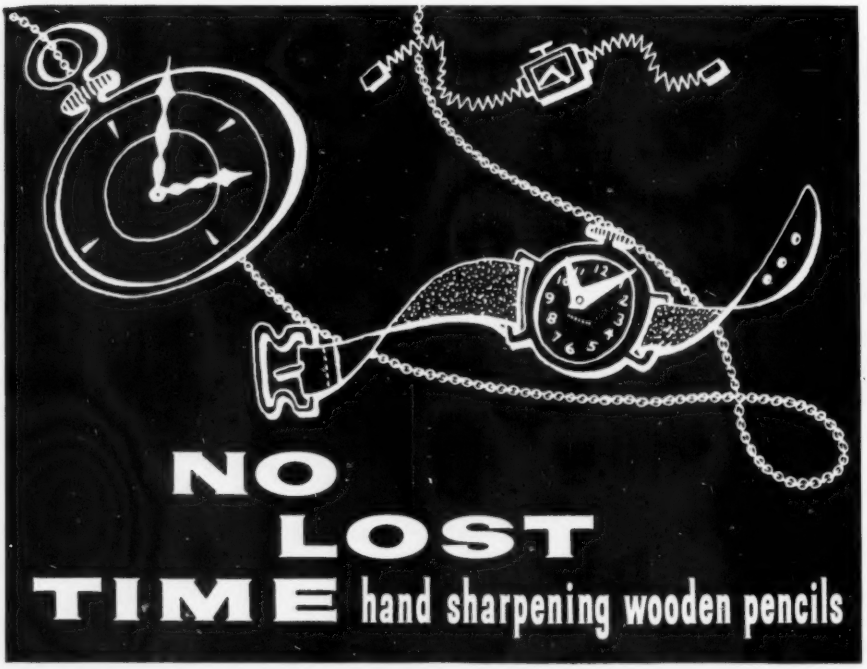

Electro-Pointer

The world's finest completely automatic electric pencil sharpener eliminates the time-consuming job of cranking outmoded pencil-chewing hand-type sharpeners. Just insert any size wooden pencil and instantly the Electro-Pointer gives you a perfect point. Proven through 14 years of perfect service.

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STILE-CRAFT Mfg.
1825 MACKLIND · ST. LOUIS 10, MO.

For More Information Circle No. 193

and use of electronic equipment. Details from Data Processing Counselors, 130 East 59th St., New York 22.

Society for Budget Executives

William D. McGuire

The National Society for Business Budgeting now has 18 chapters with a membership of approximately 700. The society was formed six years ago by merger of an eastern and a western organization of budget executives with common interests in the budgetary planning and control function as an aid to effective management. The following officers were elected at the society's annual convention this year: William D. McGuire, Kimberly-Clark Corp., Neenah, Wis., president; Charles H. Eckelkamp, Combustion Engineering, Inc., New York, 1st vice president; William M. Campbell, Atlantic Refining Co., Dallas, treasurer; Melvin C. Aichholz, Bavarian Brewing Co., 128 West 12th St., Covington, Ky., secretary. Last year NSBB published six issues of its national publication, "Business Budgeting," and plans to soon issue it monthly.

Anyone with interests in business budgeting is eligible for membership. Literature containing complete information for prospective members can be had from the secretary at the above address.

Courses in Automation

Nine evening courses in machine accounting and electronic data processing are offered at the Management Institute of New York University's Division of General Education, Dean Paul A. McGhee has announced. Designed for supervisory and managerial personnel, the courses cover recent automation developments and are conducted in cooperation with the National Machine Accountants Assn. Persons may register Sept. 10-28 by person or by mail at the Division of General Education, New York University, 1 Washington Sq. North, New York 3.

Overseas Management

A program of seminars and conferences for companies doing business in foreign countries has been published by International Management Assn., an affiliate of American Management Assn., 1515 Broadway, New York 36, from which a copy of the program can be obtained. The meetings will be held in New York during 1956-57.

Work Sampling Film

Educational Film Sales Dept., University Extension, University of California, Los Angeles 24, offers a new color film, "Introduction to Work Sampling," which may be bought or rented. It shows how random sampling is used to measure production, delays and idle time. Literature can be had from above address.

Maryland Conference

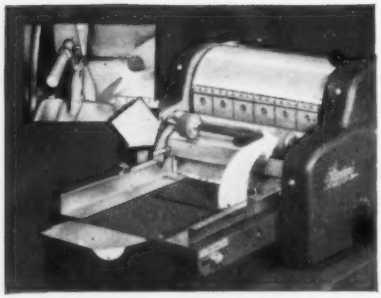
The 8th Annual Office Management Conference, sponsored by the University of Maryland and Area III of National Office Management Assn., will be held at the University of Maryland, College Park, Md., Nov. 8-10. Chairman is Arthur S. Patrick of the University's College of Business and Public Administration.

Mathematicians' Register

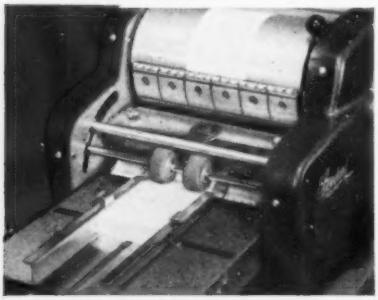
The National Science Foundation has requested the American Mathematical Society to assemble and maintain a register of mathematicians and mathematical scientists, without regard to membership in mathematical professional groups. For a copy of the register questionnaire, write American Mathematical Society, 80 Waterman St., Providence 6, R. I.

Automation and Personnel

A Human Engineering Conference, cosponsored by Manhattan College, will be held in conjunction with the 3rd Inter-



Arrow indicates how automatic feed swings away for loading tray or for hand feeding. (Inset) Exclusive, self-leveling stripper pin with optional blades for positive feeding of paper or card stock.



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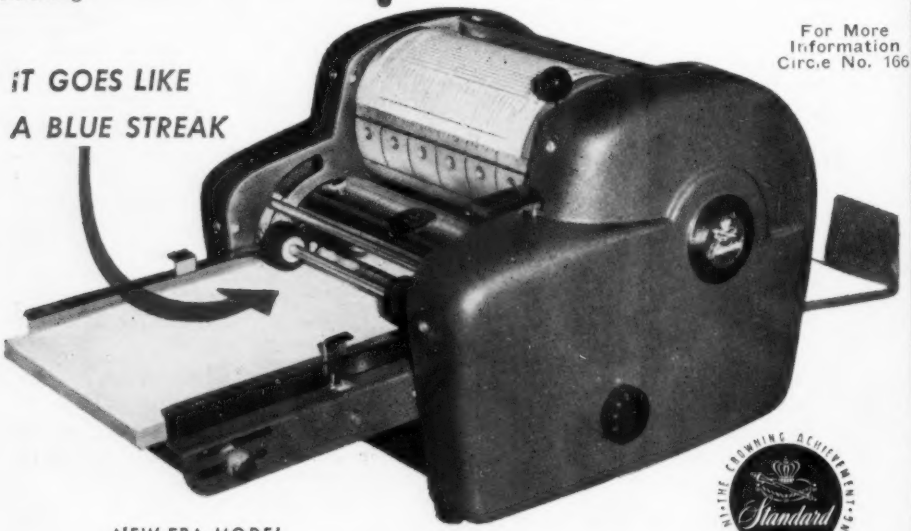
IT GOES LIKE A BLUE STREAK



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national Automation Exposition in New York, Nov. 26-30. It will be directed by Dr. Douglas Courtney, industrial consultant. Complete details concerning registration and schedule of the eight sessions will be mailed upon request to Richard Rimbach Associates, Room 359, 525 Lexington Ave., New York 17.

Manpower, Inc., in Europe

Manpower, Inc., the nation's largest temporary help firm, has opened offices in London and Paris. Manpower's president, Elmer Winter, made the announcement at the firm's home office in Milwaukee. American firms engaged in international trade or businessmen planning a business or pleasure trip to Europe can use Manpower, Ltd., in London and MAS in Paris as foreign addresses. European businessmen can call on the numerous

Sally Osborn, secretary to George S. Richardson of Richardson, Gordon & Associates, Pittsburgh, was selected Secretary of the Year at the National Secretaries Assn. convention.

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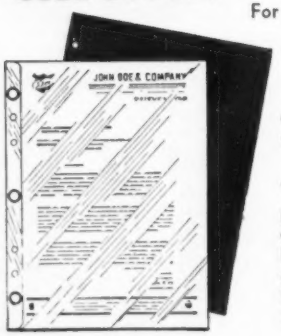

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For More Information Circle No. 233

office services provided by this firm. Addresses are MAS, 91 Rue de Prony, Paris, France, and Manpower, Ltd., Kent House, 87 Regent St., London, England.

During the past eight years, Manpower's offices in the U. S. have provided business with such services as temporary office and industrial help, calculating, market research, convention work, demonstrating, direct mail desk rentals and telephone-secretarial functions. These services are now available through the Paris and London offices. Manpower's affiliate, Salespower, Inc., also offers its services to European and American firms through the foreign offices, providing a distribution network for manufacturers not in a position to set up sales offices of their own or pressed by the need for immediate outlets. "The London and Paris offices," explained Mr. Winter, "cover all of England and France pending the opening of other offices in major English cities and other European capitals. In addition to the many services that our American offices offer, Manpower's European staffs also furnish stenographers and other personnel for the traveling businessman; make reservations and business or travel accommodations; forward and record orders, mail and messages; help with international advertising campaigns; serve as representatives to relay information or give price quotations."

Doreen Jacobs and Norma Clayman head the London office. Miss Jacobs and Miss Clayman, both natives of London, came here a year ago to work their way across the country. They started working for Manpower and later received intensive training at Manpower's home office in Milwaukee.

Gilles Abrioux, a native of Paris who has been associated with American firms both here and in Europe for the past ten years, heads the Paris office of Manpower, MAS. He has worked for Allis-Chalmers Mfg. Co. in Paris and for Harnischfeger Corp., Milwaukee. He is thoroughly familiar with American business and all facets of exporting and importing.

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NEWS of the Industry

Royal McBee Executives

H. C. Davis

Philip M. Zenner, president, Royal McBee Corp., producer of typewriters, data processing equipment and office supplies, announced the election of eight new corporate vice presidents. H. C. Davis, formerly president of the McBee Div., is vice president in charge of marketing for the corporation assisted by W. W. Pennels, vice president, office typewriters; A. T. Craft, vice president, data processing equipment, and W. H. Beckwith, vice president appliances including Royal Portable Typewriters. Carl McKelvy, formerly executive vice president, Royal Typewriter Div., is a corporate vice president in charge of all products. Serving with Mr. McKelvy are two new corporate vice presidents, L. C. Bowen, Royal products, and H. M. Begg, McBee products. E. H. Dreher and Roger Connor were elected vice presidents of the corporation in charge of research and development, and public relations and advertising, respectively. Mr. Zenner stated, "The switch from a divisional operating basis to an overall corporate structure has been brought about in an effort to strengthen the company for future growth. The election of younger men to head the major segments of the business should prepare us to face stiffening competition in current and future fields of operation," Other management of the corporation remained unchanged.

W. W. Pennels

W. H. Beckwith

A. T. Craft

Carl McKelvy

L. C. Bowen

H. M. Begg

Roger Connor

E. H. Dreher

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To meet more fully all of today's requirements Allied research has developed a whole new concept in specialized products.

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- Carbon binders
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new Flagship silk ribbon

To those of your customers who want copy perfection you can now offer this special Flagship silk ribbon. Supplementing our standard silks – this new ribbon is beyond comparison for its uniform, long lasting fineness of impression.

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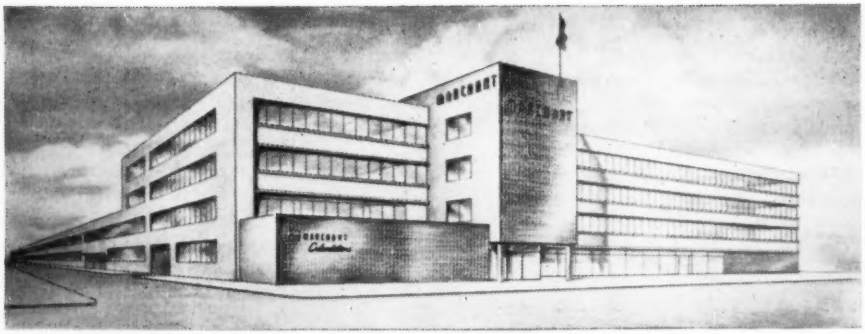


New $4-million offices and plant of Marchant Calculators, Inc. in Oakland, Calif.

New Marchant Building

The future world headquarters and main factory of Marchant Calculators, Inc., will be one of the nation's largest light manufacturing establishments. The structure, representing a $4 million investment, will be erected in Oakland, Calif., and have 500,000 sq. ft. The ultramodern building, on which construction started last month, is adjacent to Marchant's assembly plant and a mile north of the company's group of production plants and office buildings.

The front section will be four stories high and house executive and administrative offices, patent department, sales, service, engineering and research divisions. The factory section will be continuous two-story construction with a sub-floor under a greater part. Manufacturing operations will be performed on the first floor. The second floor will be devoted to assembly, testing and inspection. Maintenance and stores departments will occupy the sub-floor. The construction schedule provides for progressive occupancy as various office and factory sections are completed. It is anticipated that initial moves from present facilities will be made next summer.

Biggest Business Show

Rudolph Lang, managing director of the National Business Show, said that the show's theme center this year will present a Preview of the Future centered around a Material Controls Dept. in 1970. The show, which opens next month at New York's new Coliseum, will have more exhibitors than ever before in its 53-year history. Attendance, too, should be greater than ever because the five public shows held in the Coliseum so far have all broken their past attendance records. The National Business Show will be featured in next month's issue of THE OFFICE.

A-M Acquires Coxhead

L. Deane Hall

Acquisition of all the capital stock of Ralph C. Coxhead Corp. by Addressograph - Multigraph Corp. was jointly announced by J. B. Ward, president of Addressograph-Multigraph, and C. Walter Nichols, chairman of the board of Coxhead. Mr. Ward announced the appointment of L. Deane Hall as general manager of the Coxhead subsidiary. In announcing the Hall appointment, Mr. Ward said, "The most valuable asset Addressograph-Multigraph has gained in the acquisition of this new subsidiary is the people who constitute the company at the head office, factory and in the field, at home and abroad. To

these men and women, their new parent company owes a strong leadership and the full support of every Addressograph-Multigraph division. In Deane Hall, they have a man ideally prepared to help them build for a future of sound growth and greater opportunity."

Acquisition of the complete plant and manufacturing facilities of Wirtz Co., Chicago, was announced by Adolph F. Leitner, executive vice president of Ralph C. Coxhead Corp.

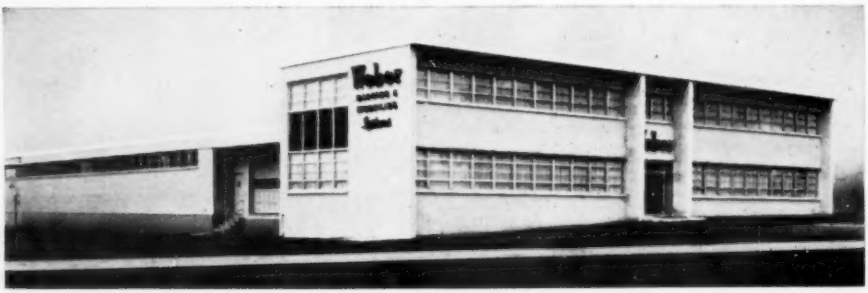
New Weber Plant Opened

Over 1,000 customers, prospects, suppliers and friends helped Weber Addressing Machine Co. celebrate opening of its new quarter-million dollar plant at Mount Prospect, Ill. The modern face-brick building provides two stories of office space at the front, plus one-story factory area at the rear. It covers over 21,000 sq. ft. on 1½ acres in an industrial park. Mount Prospect is 35 miles northwest of Chicago's Loop.

Joseph Weber, chairman of the board, introduced Weber's stencil method of marking and addressing shipments to industry in the 1930's when he sold some hand-made stencils and a hand printing device to a seed manufacturer for marking seed tags. At that time the company operated from a one-room Chicago office. In 1947 he moved the business to Mount Prospect and was forced to add new facilities several times.

Datamatic Promotion Manager

The appointment of Morris D. Dettman as manager of the newly created merchandising department for Datamatic Corp. was announced by John E. Johnson, director of sales. Mr. Dettman, who for the past seven years has held posts



New plant of Weber Addressing Machine Co., Mount Prospect, Ill.

Cutting stencil paper ribbon at the opening of new Weber plant. L. to r.: James Thomas, plant manager; Arthur Wagner, sales representative; C. E. Ritter, president; S. W. Lent, purchasing agent; Mayor Theodore Lams of Mount Prospect; Joseph Weber, chairman of the board; Cloyce Hunter, Marilyn Hunter, Mrs. Cloyce Hunter and Mrs. Joseph Weber.

a guide to businessmen,

office executives and

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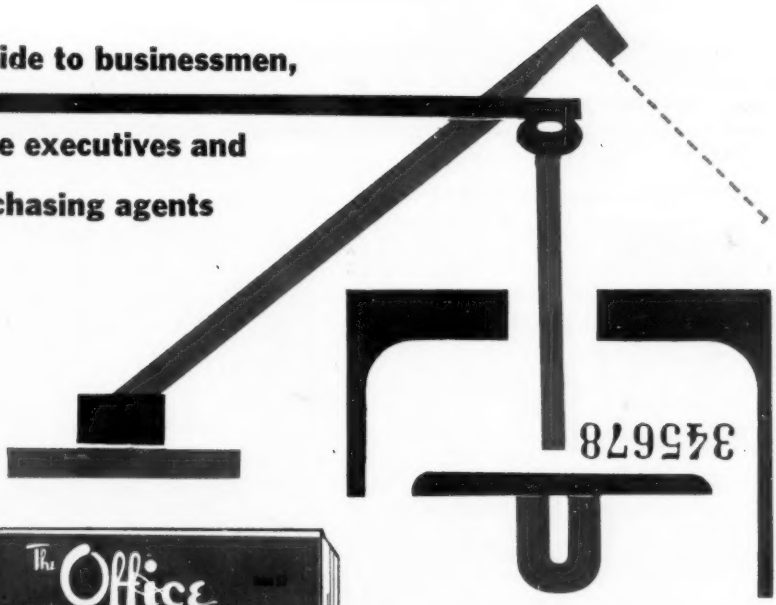

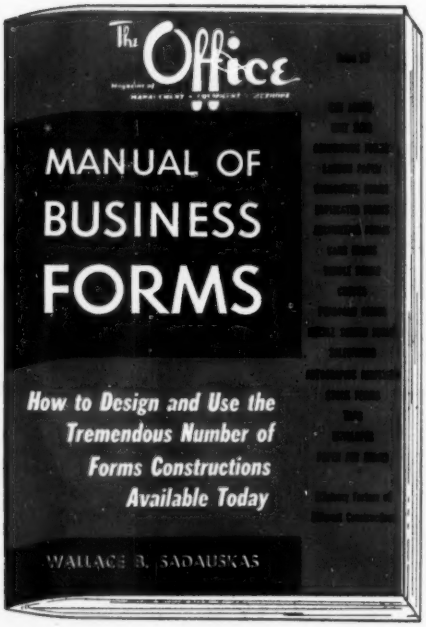

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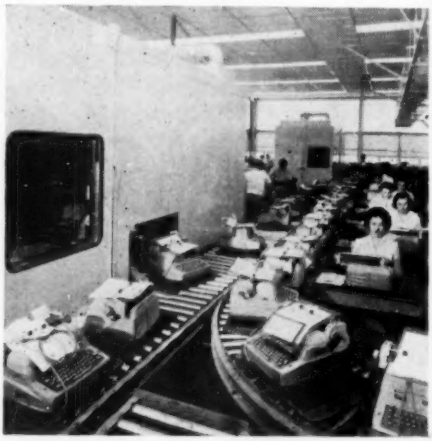
in the merchandising division of Minneapolis-Honeywell Regulator Co., will direct the advertising, sales promotional and merchandising activities of the company.

IBM Typewriter Division

R. T. Lindros

The Electric Typewriter Division of International Business Machines Corp. announced the promotions of R. T. Lindros, former assistant sales manager in the company's downtown New York sales office and J. T. Carty, former advertising and sales promotion manager of the division. Mr. Lindros succeeds Mr. Carty as electric typewriter advertising and sales promotion manager. Mr. Carty is electric typewriter sales manager in the company's office in downtown Chicago. Mr. Lindros joined IBM in 1952 as an assistant sales representative in Colorado Springs. Mr. Carty joined the company in 1946 as an assistant sales representative.



IBM Electric Typewriters nearing end of assembly line in the new IBM electric typewriter plant at Kingston, N. Y.

For Fast, Sure, Clean Sealing and Moistening... *Use the* PIKE "BETTER MOISTENER"

For sealing envelopes, sticking stamps and labels, put PIKE "Better Moisteners" in your mailing department and shipping room! They're self-cleaning—last for years. Broad weighted base prevents tipping. Feet are concealed and rubber-padded—no *scratching!*

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Model 3A—Porcelain base. Black, gray or brown. List price $5.95. Model 3C—Cast iron base. Black or steel gray wrinkle finish. List price $6.35.

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For More Information Circle No. 427

Arnot-Jamestown Sales Manager

B. W. Knott

B. W. Knott has been named general sales manager of the Arnot-Jamestown Division of Aetna Steel Products Corp., it was announced by Nathaniel D. Arnot. Mr. Knott was formerly in charge of Arnot dealer sales and has been with the division since its Partition-ettes, Modular Furniture Components and Office-ettes were first introduced. He and his staff will operate out of Jamestown, N. Y., where the Arnot steel and wood plants, and its sales and order departments, are located.

Sales Planning Manager

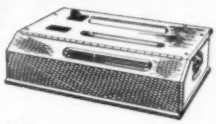
O. P. Quilling was appointed general sales planning manager of A. B. Dick Co. He will report directly to the general sales manager. Mr. Quilling has operated the A. B. Dick distributorship in Hartford, Conn., for the last eight years. He started with A. B. Dick Company in 1939.

New Dictaphone Buildings

Dictaphone Corp. has purchased the properties formerly owned by Remington Rand, close to the Dictaphone main plant property in Bridgeport, Conn. C. K. Woodbridge, chairman of the board, said that the new facilities will materially increase Dictaphone's Bridgeport operating capacity at a time when the business is expanding rapidly. In January the firm established a new recording machine division, and recently introduced the Dictet, a 2-lb.-11-oz. battery-powered recording machine. These new developments are in addition to Dictaphone's highly successful regular line of Dictaphone Time-Master dictating and transcribing machines, and the Dictaphone Telecord System. The property is in ex-

—PHOTO COPIES—

automatically in seconds!



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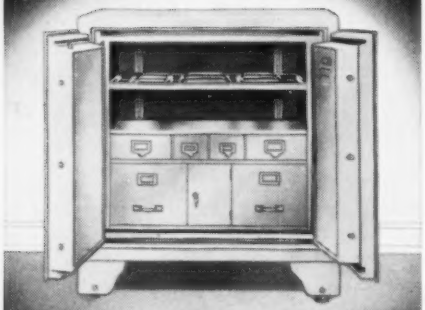
Record Foolish?



You are if you let cost stand in the way of protecting your vital records from fire. More often than not the heart of a business is its records—one reason why 43 out of 100 firms never reopen after a fire. Place a dollar value on your records . . . then compare it with the cost of an Underwriters' certified Meilink "A" Label safe. You'll be convinced. And there is no safer safe! Ask your Meilink dealer about them. Or write Meilink Steel Safe Company, 1672 Oakwood, Toledo 6, Ohio.

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*Company*_____

*Street*_____ *Zone*_____

*City*_____ *State*_____

For More Information Circle No. 403

cellent condition and consists of about 4½ acres, a four-story building of 40,000 sq. ft. and a one-story building of 30,000 sq. ft. Present plans call for using one for office space and the other for manufacturing. The first Dictaphone employee will move into the new plant within 90 days.

Robertson Sales Manager

Charles R. Bricker

Appointment of Charles R. Bricker as sales manager was announced by Robertson Photo-Mechanix, Inc. Mr. Bricker was formerly assistant sales manager in charge of branches with Haloid Co. The promotion of D. Thomas Kennedy, formerly sales promotion manager, to assistant sales manager was announced at the same time.

Eagle to Build New Plant

It was announced by Henry Berol, vice president, Eagle Pencil Co., that plans are being made to remove the Eagle pencil factory, a New York City landmark at 14th St. and Ave. C since 1877, to Danbury, Conn. A tentative schedule calls for completion of a new plant in Danbury by 1960. "Efficient operation of a pencil factory," said Mr. Berol, "demands a large one-story plant, which is impractical in New York. Meanwhile, considerable modernization in methods and equipment will be carried out in the present New York plant to assure dealers and consumers uninterrupted service on writing and drawing materials of steadily improving quality throughout the transition period."

Clary Sells Dept. Stores

Twenty-one department stores have purchased the low-cost cash control systems of Clary Corp. Most installations

are being made in new and branch stores being opened by leading store organizations, said Hugh L. Clary, president. The systems, designed to effect major savings in equipment investment, maintenance and processing costs, combine the use of low-priced, flexible registers with processing of all information at one time through one work center, it was pointed out by Donald J. Kintner, manager of Clary's systems division.

Monroe Educational Director

Appointment of Allan J. Ross as educational director of Monroe Calculating Machine Co. was announced by F. R. Sullivan, president. He succeeds Ridgely D. Bryan who retired and is now an educational consultant. Mr. Ross taught mathematics at the University of Califor-

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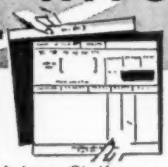

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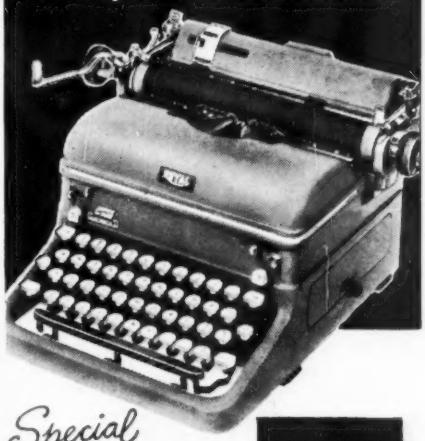

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Elite type—14" carriage

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INK SPECIALTIES CO., INC.
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For More Information Circle No. 353

nia for two years. He was a sales representative with Monroe for five years. Mr. Bryan had been with Monroe 32 years. His work with schools has won him nationwide recognition and he is an acknowledged authority in his field.

Haloid Advertising Manager

William N. Hesketh

William N. Hesketh was appointed advertising and sales promotion manager of Haloid Co. He succeeded the late Thomas J. Liston who died suddenly May 3. Announcement was made by John B. Hartnett, Haloid vice president in charge of sales and advertising. Mr. Hesketh was for 14 years an advertising and production aide at Taylor Instrument Co.

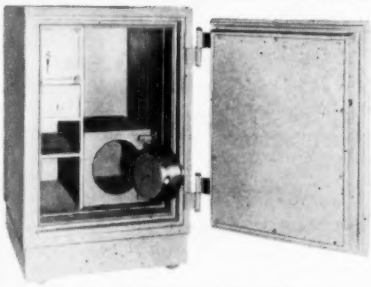
NuArc Expanding Plant

NuArc Co. has started construction on an addition to their present plant at 824 S. Western Ave., Chicago, which will give approximately 50% more manufacturing space. The introduction of several new items during the past few years made this additional space necessary. NuArc started actively in business about ten years ago with but one item.

Mosler Buys Research Products

Purchase of Research Products, Inc., Danbury, Conn., manufacturer of electrical and electronic monitoring and security devices, by Mosler Safe Co. was announced by Edwin H. Mosler Jr., president. Earlier this year, Mosler bought a 7½-acre industrial tract in Danbury for construction of research and development facilities. Research Products, Inc., will remain in Danbury and there will be no changes in management or operating personnel. Kenneth H. Schmidt is president of Research Products.

A NEW COMBINATION NOW AVAILABLE FOR SMALL BUSINESS



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Southern Rhodesia
Sudan
Surinam
Sweden
Switzerland
Syria
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Tunisia
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During 1955 calculating machines valued at $718,989 (FOB plant) were exported to West Germany from the USA. $43,293 of metal office furniture went to Saudi Arabia and 111,237 lbs. of carbon paper left for the Philippines. West Germany, Saudi Arabia and the Philippines are but three of the 75 countries and regions listed at left where every autumn OFFICE EQUIPMENT EXPORTER is enthusiastically received and acted upon by all office equipment importers, dealers and specialists. These countries buy both high and low priced items. Write today for advertising rates.

Office PUBLICATIONS
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For More Information Circle No. 432

Underwood Executives

Appointments of David J. Crombie as vice president in charge of personnel and industrial relations, and Andrew Anderson as vice president in charge of manufacturing for Underwood Corp. were announced by Fred M. Farwell, president.

David J. Crombie

Andrew Anderson

Mr. Crombie will be responsible for all phases of personnel management, employe training, executive development and labor relations. Mr. Anderson will direct the production of Underwood's electric and manual typewriters, accounting and adding machines, Elecom electronic computers and Dataflo integrated data processing equipment. Mr. Crombie, who joined Underwood as a mail clerk in 1929, became vice president in charge of manufacturing in 1954. Mr. Anderson was formerly manufacturing vice president and a director of Monroe Calculating Machine Co.

Plastic Binding Division

Willilam L. Fritz

William L. Fritz was appointed sales manager of the new plastic division of Cummins - Chicago Corp., it was announced by John Jones, executive vice president. Cummins - Chicago Corp., manufacturers of perforating equipment and business machines, will introduce a new line of plastic binding equipment and plastic bindings. Mr. Fritz has been in this field 19 years.

"Paper Punches Every Office Needs!"

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3-HOLE PAPER PUNCH

Simplest, surest paper punch made. Punches all 3 holes for 3-ring binder sheets at a single squeeze. No adjustments to make, no gauges to set, no places to mark. Insert sheets and squeeze! Weighs less than 16 ounces; fits brief case or desk drawer. $4.00 list.

MODEL 3 . . Punches 3 holes ¼" dia., spaced 4¼" on centers, ¼" from back binding edge — standard spacing 11" x 8½" sheets.

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Personal paper punch for individuals, home, office and industry. Light pressure of thumb punches clean ¼" hole instantly in paper, light cardboard, etc. Ideal for punching tickets, tags, restaurant checks. 12 in counter display carton. 60 cent list.

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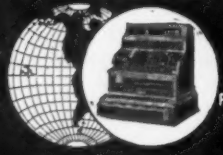
WORLD WIDE SERVICE



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NEW ADDRESS:
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For More Information Circle No. 371

General Precision Executives

L. Stanley Crandall, president, Royal Precision Corp., jointly owned subsidiary of Royal McBee Corp. and General Precision Equipment Corp., has named three men to key positions. Robert H. Montgomery Jr. is assistant to the president; R. L. Rankin, formerly manager of systems and procedures for Royal McBee, is manager of advance planning; and Robert H. Curtiss is applications engineer.

Dixon Product Manager

A. Vincent Samuelson

Joseph Dixon Crucible Co., Jersey City, announced the appointment of A. Vincent Samuelson as product manager of the pencil sales division. He is responsible for pencil sales division products: pencils, erasers, crayons and pencil sharpeners. Mr. Samuelson joined Dixon in 1939 in an accounting capacity and served successively as a staff assistant to the executive vice president, sales administration manager and assistant product manager in pencil sales, before assuming his present duties.

IMR Building New Plant

Intelligent Machines Research Corp., Arlington, Va., producer of Analyzing Readers, has begun construction of new office, research and production facilities on a three-acre tract in what will be known as Research Park. The new plant will provide 15,000 sq. ft. of space, about three times the area presently used. It is expected that occupancy will begin Nov. 1.

Plus District Managers

Plus Computing Machines, Inc., announced the transfer of Don Klein from Denver, where he was mountain states

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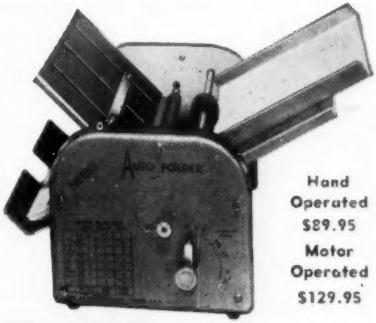

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Over the years word has traveled far that Colonial spirit duplicating products are uniformly superior.

Because of this wide recognition of the dependable quality of our products, sales have grown to the point where our old plant could no longer handle our more-than-doubled volume.

So we thank all you Colonial customers for your orders. Your friendship and confidence are responsible for our expansion. Our new plant has been designed with enlarged research laboratories, air conditioned offices, and every possible facility for every employee to do his best work for you.

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Colonial CARBON COMPANY SKOKIE, ILLINOIS

SPECIALISTS IN SPIRIT MASTER UNITS, SPIRIT CARBON, GELATIN CARBON AND MANY RELATED DUPLICATING SUPPLIES

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THE UTMOST IN QUALITY
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Proven—Best by Test—Best for Less

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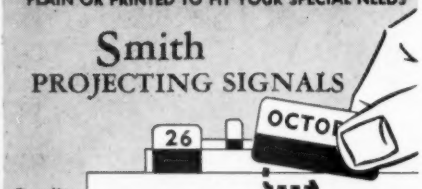
Smith PROJECTING SIGNALS



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Size Smith Signals are sturdier, last longer. Made of hard tempered steel, the jaws have stronger grip.

Service Available in ¼" to 2" widths. Choice of 12 plain colors or printed alphabetically, by numbers, months or states. Special imprinting available.

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Eliminate Time and Expense of Addressing, also Chances of Error.

Paycheck "Outlook" Envelopes are absolutely opaque, essential when wages are paid by check. Nothing shows but the employee's name. This improves personnel relations.

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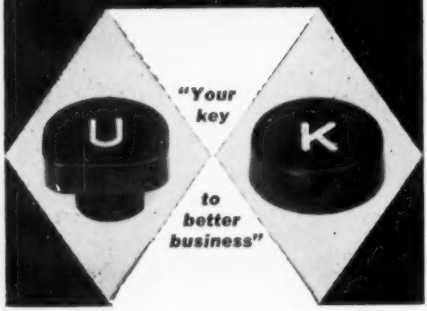

For More Information Circle No. 331

manager, to New York City as metropolitan sales manager. Mr. Klein has also had 20 years experience as a representative and sales manager in New York. Bob Pratt is now western states general manager with offices at 50 California Ave., San Francisco 11. Mr. Pratt has a national reputation as a key drive sales manager built upon many years experience on the coast and in the middle west.

National Conference & Exhibit Calendar

Life Office Management Assn., Edgewater Beach Hotel, Chicago, Sept. 17-19.

National Assn. of Bank Auditors & Controllers, Shoreham Hotel, Washington, D. C., Sept. 17-20.

American Institute of Accountants, Olympic Hotel, Seattle, Sept. 22-27.

National Stationery & Office Equipment Assn., Conrad Hilton Hotel, Chicago, Sept. 29-Oct. 3.

Controllers Institute of America, Waldorf-Astoria Hotel, New York, Sept. 30-Oct. 3.

National Institute of Governmental Purchasing, Conrad Hilton Hotel, Chicago, Oct. 14-17.

Office Management Div., American Management Assn., Astor Hotel, New York, Oct. 15-17.

National Business Show, Coliseum, New York, Oct. 15-19.

Institute of Management Sciences, Statler Hotel, Los Angeles, Oct. 18-19.

Systems & Procedures Assn. of America, Bellevue-Stratford Hotel, Philadelphia, Oct. 22-24.

National Business Forms Associates, Westchester Country Club, Rye, N. Y., Oct. 27-Nov. 1.

Industrial Management Society, Sherman Hotel, Chicago, Oct. 31-Nov. 2.

Eastern Joint Computer Conference, New Yorker Hotel, New York, Dec. 10-12.

National Business Teachers Assn., Palmer House, Chicago, Dec. 27-29.

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As We See It

CD Needs Supervision

A NATIONAL Civil Defense exercise was held in July to test the efficiency of the system as now organized. According to the newspapers of various cities, everything went quite well with the physical and technical services, and the cooperation of the general public was considered satisfactory. However, it must be said that something did go wrong — it was the management in general, and clerical management in particular.

Civil Defense communication or centers, especially those set up in the larger cities, are very well equipped with the machines needed to do the job. They have shortwave radios, telephone switchboards with plenty of extensions, typewriters, duplicators, etc. They also have the volunteers who can operate this equipment. The volunteers appeared and set to work on Friday but, by the end of the day, the paperwork was pretty thoroughly fouled up. Not so many volunteers appeared on Saturday, the second day of the exercise, either because it *was* Saturday or because they had had enough.

The clerical work in a Civil Defense operation consists mostly of handling communications and maintaining control records of mobile equipment, supplies and personnel. Incoming communications are duplicated so that copies can be sent to various emergency divisions for action. In New York, it was reported, even this simple office operation went haywire. Duplicated forms were so mixed up that many were reduplicated unnecessarily. Volunteers were not properly assigned to work stations; some worked hard, while others had little to do.

Of course, this wasn't a real attack and maybe many folks took it more or less as a lark. The average office duplicator operator would speak up if he received a new master for a job he just finished running. Incoming calls in a business office are handled efficiently, often with less equipment and personnel than was available in Civil Defense centers. Then why the foul-up?

Civil Defense needs experienced management personnel, especially clerical supervisors. In an actual attack, the volume of vital office work would be tremendous. Without it, no branch of Civil Defense (or any other enterprise) could function. Since Civil Defense comprises the citizens, and since it seems to need clerical management, additional experienced clerical supervisors should volunteer—not to fight fires or drive trucks, but to do what they know most about: manage CD office operations.

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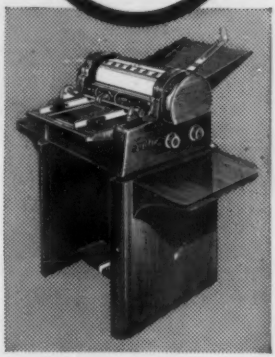

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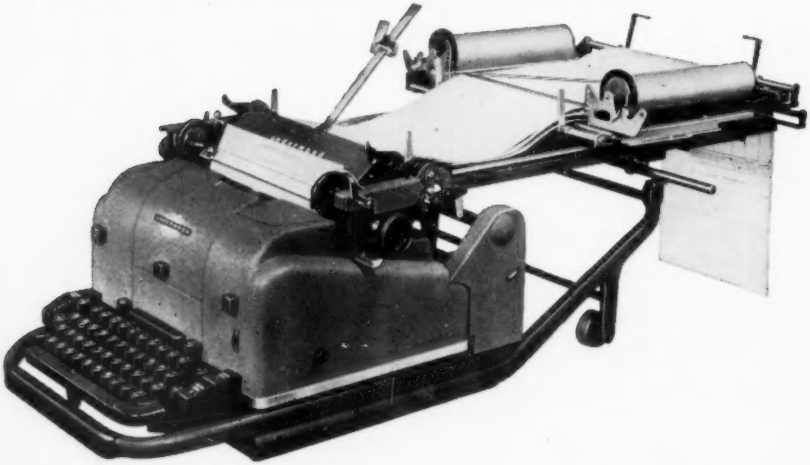

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